FOR THE COIN-OP ENTERTAINMENT INDUSTRY

February 1988

PLAY METER

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NEWS BULLETIN

.....Data East introduced its newest video and pinball games in Chicago on January 21 and 22. *Vigilante* will be sold as a dedicated and a kit and *Oscar* is a horizontal kit. But the big surprise was its pinball *Secret Service*. It has been a long time since distributors have been this excited about a game. "Joe told it all in his face," noted Rick Kirby of New England Coin-Op, referring to designer Joe Kaminkow. The only complaint: They can't get them soon enough. . . . . .

.....The Amusement and Music Operators Association of New Jersey (AMOANJ) is planning its first trade and merchandise show to be held March 22. The show will be held at the Berkeley Carteret Hotel in Asbury Park. Don Abrams, president of AMOANJ said he is expecting wide-spread support. "This is a great opportunity for suppliers and distributors to show their new merchandise. We hope to continue the show each year, and some day hold a state convention." Anyone interested in participating may contact AMOANJ at (201)929-1667. . . . . .

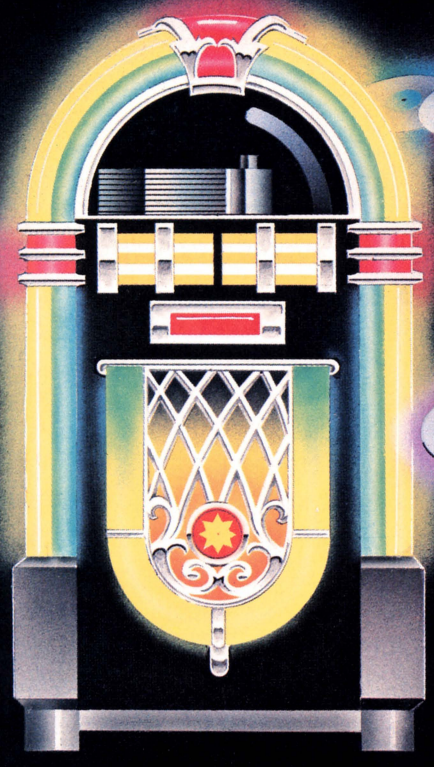
.....Apologies are in order for Troy M Enterprises because of a computer error in our January Directory. We have received the following statement from Rich Moniz, president of Troy M Enterprises: "Due to an erroneous listing that appeared in the manufacturers section of January's Directory, published by Play Meter, I must clarify the error and clear up any misunderstandings or misinterpretations which may arise from it. The listing for Super Ball, Inc., with Mike Flanagan and Bill Hoffman as owners, should not have been published. Troy M Enterprises, Inc. purchased Super Ball Inc. and the rights to the trade name *Super Ball* in December, 1986. I wish to state emphatically that Super Ball, Inc. no longer exists, nor do its former owners, namely Mike Flanagan and Bill Hoffman, have any association with the product or its present owners. Further, neither party has any association with the electronics firm of the same address, namely F.A.B. Electronics of New York. Both Troy M Enterprises and F.A.B. Electronics wish to state that we do not hold Play Meter liable; rather, we want to thank Play Meter for the opportunity to state our position and set the record straight." Play Meter apologizes for this error and the unfortunate inclusion of Super Ball, Inc., a defunct company. We regret any inconvenience this may have caused Troy M Enterprises and its loyal customers.

.....In Play Meter's directory, two companies were inadvertently left off of New England Coin Op's ad and listing. The company is the exclusive distributor in New England for Bob's Space Racers and Doyle & Associates. Vice-president Rick Kirby said, "I apologize to both companies for the omission. Both are very important to our business." New England Coin Op can be reached at (617)769-9760.

.....Play Meter has had several other calls informing us of omissions in the directory. In our next issue we will run a page with the new listings. If anyone has any further information please contact us. . . . . .

.....Bally Manufacturing chairman, Bob Mullane told England's Coin Slot Magazine that it was planning a resurgence in the European market with its videos and pinball games. Bally manned a booth at the recent London ATEI show, the first time for several years, to indicate its positive ambitions for Europe. "When I first came to work for Bally in the early 1970s the majority of our amusement game sales came from Europe. Over the years we gradually pulled away from the situation. When I took over as chairman in 1979 we had become almost obsessed with the U.S. as a main market." The company was very strong in lotteries and amusement parks and it was just recently that a top-level decision was taken that "amusement and gaming are our future." Mullane went on to say that the company will have a change in emphasis back to "the things we do best." . . . . . .

IT PAYS TO



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Press ENTER to see next page!
GAME SELECT
START BUTTONS
TIME 6403
SCORE 0100
1
2

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MONTHLY PUBLICATION OF THE COIN-OPERATED ENTERTAINMENT INDUSTRY

VOL. 14, NO 2 | CONTENTS | FEBRUARY, 1988

FEATURES

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Coinman: Gene Cramm of ShowBiz — 26

Everyone is familiar with the successful chain of ShowBiz Pizza Time family entertainment centers. Meet Gene Cramm, vice president/director of purchasing, and find out his views on game room priorities and the philosophy behind the ShowBiz operation. Quality and service are two of his watchwords.

Good Business Management — 58

No matter what size your company may be, good general business management practices apply. This issue contains helpful articles on "The Art of Effective Delegation," by Charles Ross; "How to Select a Business Lawyer," by Fred Steingold; and "Dangers in Using an Employee's Automobile," by Warren Nord. All are noteworthy for consideration right now or kept for future reference.

Tax Reform and You! — 62

You haven't a clue to the impact of recent IRS rulings on your family and your business? Join the club. Clear away some of those cobwebs by reading Jeff Rosenthal's comments on everything from business loss to IRS audit targets, from alimony limitations to social security numbers for dependents, and especially equipment depreciation. Also check out Irving Blackman's "Pitfalls for Higher Paid Employees."

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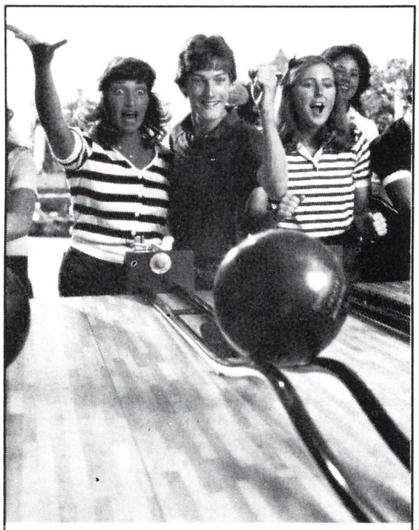
Cover: The staff of Prizes! is up to their ears in plush and that's just the way they like it. From the looks of the company's orders, customers are happy with Prizes! merchandise too!



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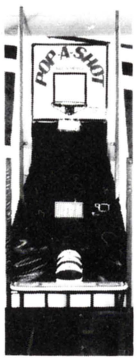

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PLAY METER, February, 1988. Volume 14, No. 2.

Copyright 1987 by Skybird Publishing Company.

PLAY METER (ISSN 0162-1343) (USPS 358-350) is published once monthly on the 15th of the month. Publishing office: 6600 Fleur De Lis, New Orleans, LA 70124; **MAILING ADDRESS** P.O. Box 24170, New Orleans, LA 70184, U.S.A.; phone: 504/488-7003. For Subscriptions: 504/488-7003. Subscription rates: U.S. and Canada--$50. Advertising rates are available on request.

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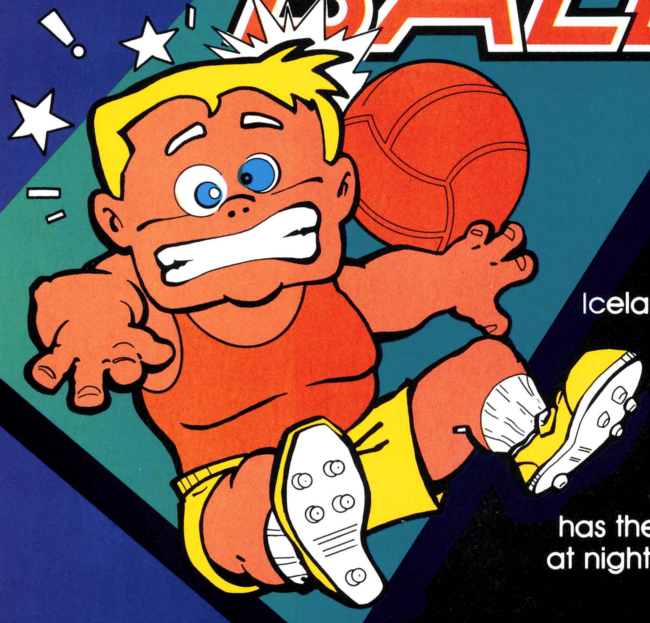
Second-class postage paid at New Orleans, LA 70113 and additional mailing offices. **POSTMASTER** Send Form 3579 to PLAY METER, P.O. Box 24170, New Orleans, LA 70184.

Super DODGE BALL



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ENGLAND

CHINA

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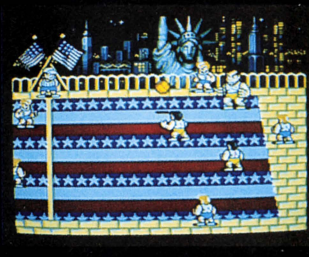

U.S.A.

AFRICA

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LETTERS

Left Out

I am writing about your letters column in the September, 1987 issue. A reader inquired about courses available through the mail that deal with troubleshooting (testing and repair) of electronic pinball machines and/or video games. I would like for your readers to know that Star*Tech Journal provides technical courses/manuals on troubleshooting games. Two of the manuals are "Electronic Game Repair" and Troubleshooting electrohome & Wells Gardner Monitors." If any of your readers would like further information, they can reach me at P.O. Box 1065, Merchantville, NJ 08109, or (609)662-1080.

Jim Calore
Star*Tech Journal
Merchantville, NJ

I sincerely apologize to Jim for leaving his name out. We have worked with Jim for many years and know he has an outstanding journal.

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EASTER

A1825

A1830

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A1565

A1803

A1814 A1831

A1775

3502 A1644

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WELCOME BACK, EQUIPMENT POLL!

It's been gone for a year. It's been missed. In fact, it's been missed more than we ever thought it would. But in this issue we are welcoming back our old friend, the equipment poll. However, it's been revised and improved and should help more than ever to give you an idea of what's hot and what's not.

In our recent state of the industry survey, operators said that they depended heavily on other operators for advice on what to buy and what games looked good. So we thought, why not let operators talk to other operators through the magazine.

Here's what we did. We have operators from various sections of the country giving us their lists of top games for the month. These are not manufacturers' arcade chains, they are operators. They are operators who buy virtually all of the new equipment so their lists should give you a much clearer picture on how those games are doing. Unfortunately, if you ask several operators their favorite or "top" game, you will assuredly get several different answers depending on what they are comparing each game to. An operator who hasn't bought a new game since *Sea Wolf* will naturally give a much different answer than an operator whose latest purchase is still hot off the assembly line. This new format should give a better view of the state of equipment in the field.

I would like to add something that I think is tremendously important that may be too far down on operators' priority lists. *Return On Investment.* An operator recently pointed out that his best return on investment right now is *Xenophobe* since it has been further reduced. "It may not be the top earning game, or even in the top twenty earning games but at the price you can buy it for now, it is the best return on investment I have had in a long time." It certainly makes a lot of sense but I'm sure it can be difficult and time consuming to determine the return on your investment. It is understandably much easier to quickly see "how much" money each game is making. However, there may not be anything more important right now than truly assessing the return on investment on your games. Many times I have heard operators claim that during the boom they were just shuffling money through their businesses, not making the tremendous profits that were often publicized. Sure, there was more money coming in, but there was an awful lot going out, too.

While you are looking over our new equipment poll, consider your methods for determining your true return on investment. Can you honestly say that you know which games would top your list of the best when it comes to your return? How about the worst? Keep it in mind when you automatically vow to buy only the top games. The highest-earning games do not necessarily have the best return on investment. I hope you give it some thought and when you do, would you take a few moments to drop me a line explaining your formula for determining return on investment. Maybe we can do some sharing with each other. The more operators know, the more they are able to evaluate their businesses, the better off the entire industry really is.

Valerie Cognevich

Valerie Cognevich
Editor

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- Womens Doubles
- Singles Cricket
- Masters Pro Singles
- Mixed Doubles Cricket

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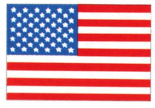
★Sept. Madison, WI ★Dec. Jackpot, NV ★March Syracuse, NY
★Oct. Orlando, FL ★Jan. Houston, TX ★April Dayton, OH

World Regionals

★ Australia $5,000 ★ West Germany $5,000
★ France $5,000 ★ Japan $5,000



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301 Double In/Double Out	501 Open In/Open Out	301 Open In/Open Out	301 Open In/Open Out
$2,500 Top Prize	$1,500 Top Prize	$2,000 Top Prize	$2,000 Top Prize
$6,000 Total Prizes	$4,000 Total Prizes	$5,000 Total Prizes	$5,000 Total Prizes

★ Mixed Doubles ★	★ Open Singles ★	★ Mixed Doubles ★
701 Open In/Double Out	Cricket	Cricket
$2,000 Top Prize	$2,000 Top Prize	$2,000 Top Prize
$5,000 Total Prizes	$5,000 Total Prizes	$5,000 Total Prizes

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264 Individual Cash Prizes
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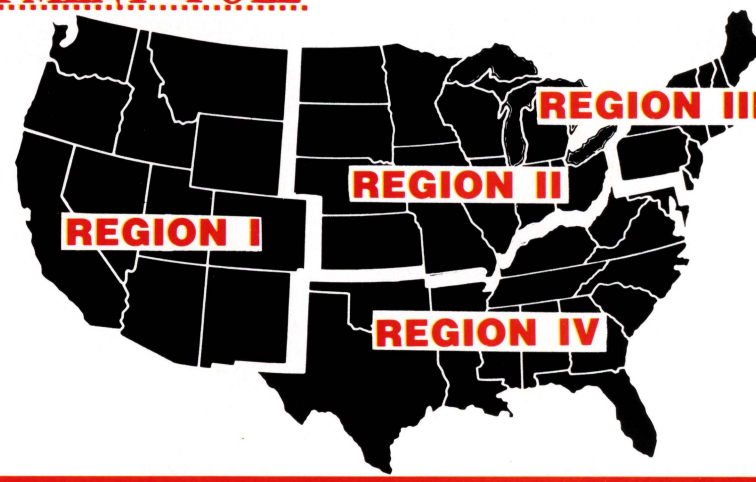
EQUIPMENT POLL

Operators from four regions of the country will be sending us their lists of top games each month. These, of course, are their top-earning games and do not necessarily reflect return on investment. We urge all operators to weigh the value of each game on return on investment, not just revenues.



WEST 1

REGION I

Quarterback	Twin Cobra	Darius
Double Dragon	Galaga	Super Hang-On
After Burner	Road Blasters	Rolling Thunder
Heavy Metal	Laser War	F-14 Tomcat
Out Run	Guerrilla War	Street Fighter

(AVERAGE: $125.00)

WEST 2

INFORMATION NOT RECEIVED

CENTRAL 1

REGION II

Operation Wolf	After Burner	A.P.B.
Double Dragon	Xybot	Photo Machine
Big Choice (41% payout)	Road Blaster	Pyros
Twin Cobra	Skee-Ball	Heavy Metal
Guerrilla War	Dungeons & Dragons	

(AVERAGE: $80.00)

CENTRAL 2

Quarterback	Big Choice	Rastan
Operation Wolf	Street Fighter	Galaga
Guerrilla War	Twin Cobra	Double Play
After Burner	Road Blaster	
Double Dragon	Xybot	

Comment: Space Station (Williams) looks promising

(AVERAGE: $171.50)

EAST 1

REGION III

Quarterback	Double Dragon
Operation Wolf	Victory
Road Blaster	Pinbot
Out Run	Atari Baseball
Xybot	High Speed

Comment: The average is high because the two top games are reporting unusually high revenues.

(AVERAGE: $350.00)

SOUTH 1

REGION IV

Shoot To Win	Xybot	Pinbot
After Burner	Guerrilla War	Road Blaster
Quarterback	Twin Cobra	Extermination (6 days)
Double Dragon	Street Fighter	Super Sprint
Super Dodge Ball	Out Run	

(AVERAGE: $162.75)

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Prizes! offers a huge variety of toys for cranes and merchandisers. The name means something exceptionally desirable according to Webster and the company has lived up to that definition by offering unique and exciting product.

The company was started by Bob and Tom Portale, who have been in the coin-op entertainment business since 1970. The brothers owned Portale Distributing Company and since 1979 have owned and operated their own amusement and game route.

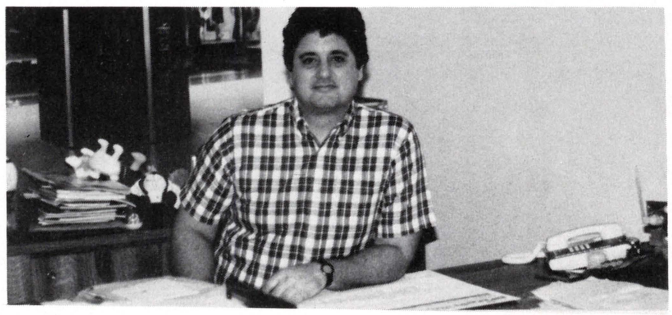
Soon after they began operating cranes on their route, Bob and Tom realized there was a need for new and different products to stuff into the machines. Understanding the value the cranes had on their route, they sensed that the continuing success and maintaining revenue levels would depend largely on what was inside the machines.

Armed with the experience of operating cranes and knowing operator needs, Bob and Tom conceived the idea of a company that supplies merchandise and called it Prizes!

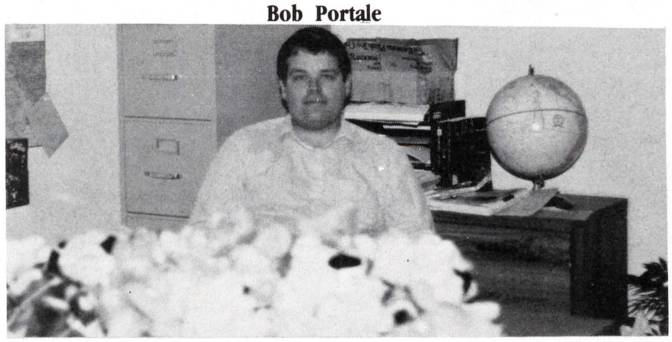
Jim McVey was hired to direct Prizes!'s world wide buying efforts. Under Jim's direction the company has evolved into one of the top crane merchandise suppliers. "We are attuned to what crane operators need to maximize their cranes' profit potential. The fact that our sales have increased every month for the past 15 months says we are doing our job," said Jim.

Believing that customer service is the true backbone of the company, Toni Taylor was hired to lead the sales and customer service efforts. Place a toll-free call to Toni or production manager Tom McKittrick and you can have a box of quality product shipped the same day. "Tom and his crew see to it that only good quality prizes go out," Jim noted.

McVey added that cranes are becoming more acceptable but cautions operators, "You must keep your cranes stocked with new, different, and unique prizes to keep the interest of players. Cranes will then grow in popularity and profitability."

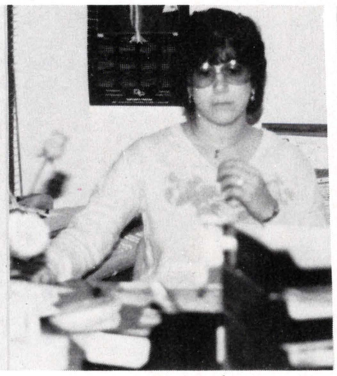


Bob Portale



Jim McVey

Toni Taylor



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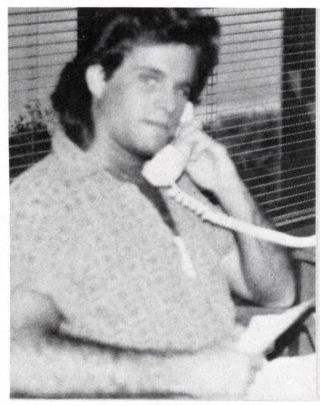
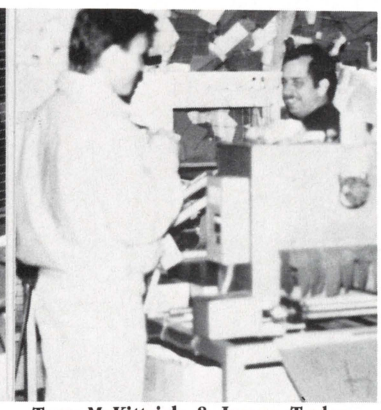
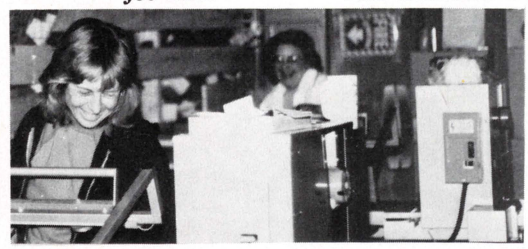


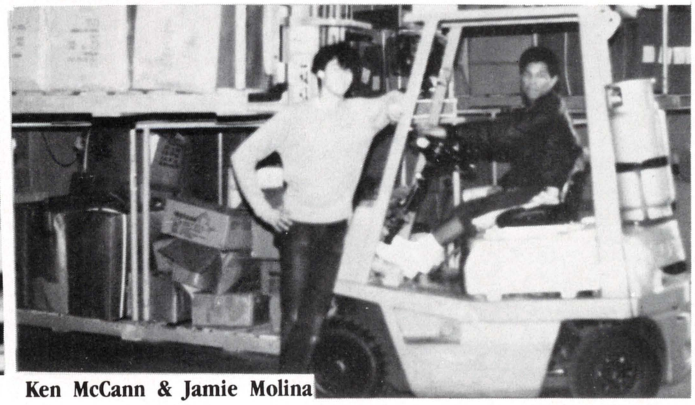
Joe Bates



Tom McKittrick & James Taylor



Myrna Reynolds & Ludwika Podolak



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GUEST COMMENTARY

Dear Operator:

My name is Bill Beckham and I'm an operator from Toledo, Ohio. I'm writing you concerning an issue that is very important to me--and I believe to a lot of you--the parallel board issue.

I currently operate video games that have parallel boards in them---games such as *Double Dragon*, *Gondomania*, *Contra*, etc. And I'm not going to hide from this fact anymore, because I don't feel I'm breaking the law. I feel that I'm 100 percent morally correct and I'm increasingly sure I'm legally correct on this issue. I honestly do not believe I have even one copy board in any of my games, and if I did I would gladly give up that board, because I know a copy board is against the law. And I don't intend to break any laws. But I firmly believe that the parallel issue, with all factors considered, is a very complicated legal issue, and until a federal court on the appellate level--not the AAMA or the government spokesmen it rounds up--tells me it is against the law I will continue to operate them. My legal opinion has been reinforced by a team of experts who have looked into this matter extensively and have found no case on point with regard to this matter. However, their research has shown an abundance of information that shows both sides of this issue with the conclusion being that the only sure way to legally decide this matter is to go to court with a specific case that is exactly on point.

I'm tired of listening to only one side of this multi-faceted issue--the AAMA side, which, in all honesty, serves only their own personal profit oriented purposes--and not hearing anything about the sides that might benefit the industry as a whole. And obviously there are many sides to this issue, or our industry wouldn't be as torn apart on this matter as they currently are. My arguments aren't against Bob Fay personally because I feel he is only doing his job as instructed by his superiors, and when he is gone they will find someone else to do the job.

My argument is against the top level decision makers at the manufacturers level, who bring out a particular game in kit format everywhere except here in the U.S. where they make us buy it as dedicated.

I feel the fact that the manufacturers are using their interpretation of our laws to force dedicated games down our throats while operators in every other country in the world can buy most of these games as a kit is inherently wrong. To use the copyright and trademark laws of our country to gain an unfair competitive market advantage at the publics' expense is in my opinion illegal, and this is what I would like to fight.

I am not sure on what legal basis will be the best way to fight this problem and that's why I am writing to you. I would like to gather any information on these issues that might help us fight--either on a copyright basis, parallel basis, contractual infringement basis, anti-trust basis, unfair competitive basis, restraint of trade or whatever. If you have any information on facts in these areas, or know someone that does, please let me know. I don't feel we have to hide from them anymore, but if you are still concerned, I promise not to reveal my sources. Please contact me, either by phone or letter, if you have any information whatsoever that will help--either specific facts, court cases, or even rumors that we can look into.

I have sent a copy of this letter to the AAMA, all other operators in the AMOA, the major manufacturers, and the trade press. I would encourage any informal attempts to resolve this matter, but I have told the AAMA that I would welcome a pure parallel test case. They have turned down other similar requests however, so I don't feel they will accept mine. I feel the reason they have declined others is because they realize that if they leave out all the ancillary details that can entrap you, and go to court on a straight parallel basis, that it will be a fight to the wire.

This is going to be a big fight and I don't underestimate the time and effort it will take to solve it. However this issue is going to greatly influence our profitability and the actual way we do the video game segment of our business for the next 20 years. If we continue to accept the manufacturers dictum that " we must buy the hardware if we want the software" for any game that they might decide, without a fight, then I feel we are doing ourselves and the next generation of operators a grave injustice.

There comes a time when you have to stand up and fight for what is right and I feel this is the time. Please help me with any information that you can in order to fight this battle.

Bill Beckham

Bill Beckham

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IN MEMORY OF

Dave Epstein

Dave and Harriet Epstein

"Happy people die whole,
they are all dissolved in a moment,
they have had what they wanted."

--Robinson Jeffers (1887-1962)

by Steve Epstein

On December 13 my father, Dave Epstein, passed away. Forty-five of the 69 years of his very full life were spent in the amusement business. Other family members who will deeply miss him include his mother, Ida; my mother, Harriet; my brother, Mark; and four adoring granddaughters, Erica, Dale, Jennifer, and Julie. This death is a sad time for our family and the two hundred people who attended my dad's funeral. Besides being a loving husband, father, and grandfather, Dave was also a truly giving and sharing person. He left behind a legacy of love and friendship.

My father also left behind The Broadway Arcade, a business he established with Albert Simon in 1962. When I was only 14 I started working at the arcade, located at the corner of 52nd Street and Broadway in New York City. It has been my full-time occupation since 1970.

The lessons I learned from my father have helped create a business that was not only successful during good times, but also during the lean times. The first lesson, perhaps the hardest, is the hours of individual attention we put into our business. Our devotion has translated into very loyal clientele. Our customers always receive maximum attention and, more importantly, respect. My father insisted that the people putting quarters in the machines be treated with care. After all, dad preached, we are delivering a service which our customers are paying for with their hard-earned money. Our customers deserve to get what they pay for.

The second lesson, and one that has also added to our success, is that there should always be a good mix of amusement machines. By following dad's theory, we have been able to attract the greatest variety of people to our location. Today you will find men, women, girls, and boys from ages 80 right on down to five playing side by side at The Broadway Arcade. In addition to providing a desirable mix of games, we also focus on upkeep and maintenance, another important bit of advice I have adhered to.

But probably the most important lesson, I call it a gift, my dad gave to me was that of caring. "If you treat people well, they will treat you well," he often told me. More often than not, new customers will tell me what a special place The Broadway Arcade is to them. Each time this happens I will feel my father's presence. Hopefully, the pain of losing him will diminish with time. However, the lessons he taught will stay with me forever.

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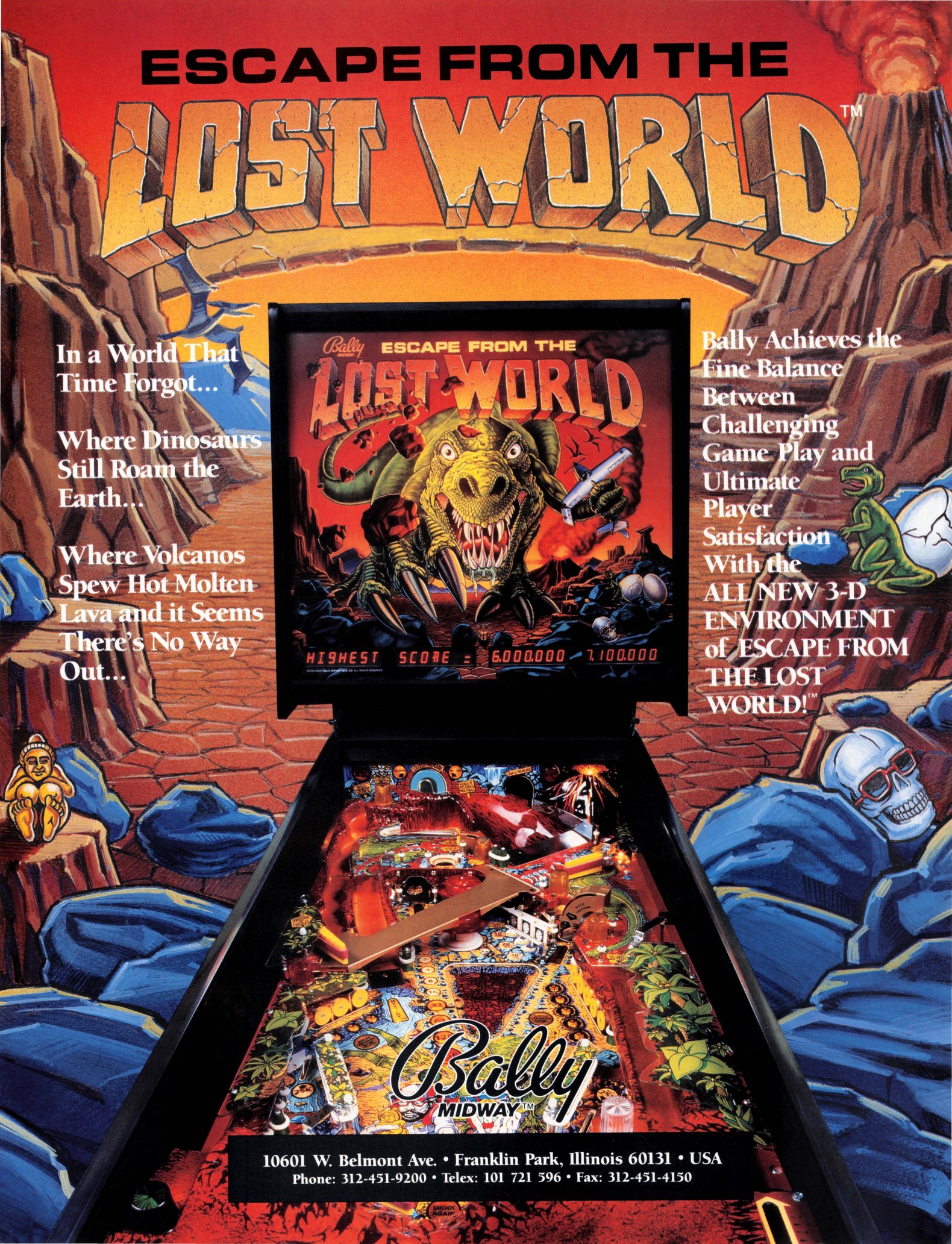

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Look out operators-the elephants are stampeding!

We all remember the wave, how it crested after everyone tried to ride it, and how the survivors tightened their belts and hung in. I also remember how much we were paying for overpriced games at the time.

A year into that very lean time after the wave, Atari came along with a wonderful speech along with their Systems I and II and told us this was the answer: Hang in there with them while times were tough, buy their systems, and the future was guaranteed with them; they would provide us with reasonable cost kits. This way we would all be able to make it. One hand helping the other, so to speak.

Atari started getting out of the slump; and one of their first big hits, *Gauntlet*, was launched in a new, expensive dedicated upright. Then came *720 Degrees*. What happened to their systems? Not a lot; one hot game and the rest mediocre.

Then, on to the next job--so to speak--in the home market, along with Sega and Nintendo.

Now the latest. Watch your neighborhoods carefully.

Data East is operating street locations south of San Francisco.

Atari is sending scouts out to mall conventions and they're out there competing directly with us, not only as manufacturers but as operators. That's our reward. I know it's happening to us. We have a *New!* Aladdin's Castle (Bally's) on one end of town, and now Atari is planning an arcade on the other end of town in a new mall--the same location we were in the process of negotiating a lease for, by the way! Apparently Atari got word of our negotiations, via whatever sources, and signed a lease of their own two days prior to our proposal. We got the word that Atari had looked into this location about six months prior to all this new activity from them, and that they were not heard from again until we began to develop our plans for going into the mall.

We are not crying sour grapes. We are downright upset, and concerned that a manufacturer such as Atari would even entertain the thought of moving in on the little Mom and Pop shops, and especially in the manner they've done with us.

We're not concerned about what they do, so far as buying existing chains (arcades). But, when they come in our backyards as operators and open a new arcade, we feel that is not ethical. The pie, as all of us know, is not that big; and the little guy with limited resources is obviously the one who will suffer.

This squeeze play with the manufacturer/operator has gone far enough, I think. We, as arcade owners and operators, need to speak out and voice our thoughts before we find ourselves working--not indirectly, as we are now, but directly for the manufacturer.

It is not our forte to conduct business in this manner. We are sure all of you feel as strongly as we do.

We don't have time to worry about the monkeys throwing coconuts when the elephants are stampeding. Let's stick together on this one.

Bob and Marlene Suttles
San Rafael Family Entertainment Center
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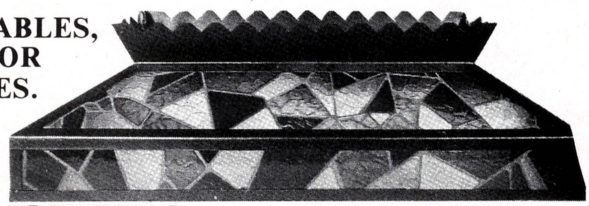

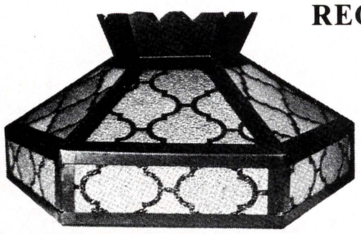

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Honey's: A Sweet Place to Go

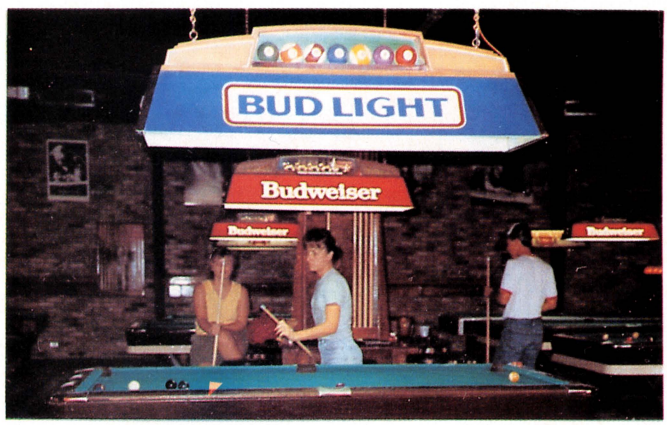
by Valerie Cognevich

Just looking at these pictures is enough to make you want to visit Honey's, a new lounge/pool room/game room in Gretna, Louisiana. Opened in mid-1987, Honey's has already become THE place to go on most any night. It's more than just playing pool, throwing darts, engaging in a competitive game of foosball, or even trying your luck on one of the pinball machines or video games. Honey's has an offer that really is hard to refuse--draft beer for only 25-cents when playing the games.

Al and Debbie Tullier designed the intriguing door that beckons customers inside. It looks and works like Wurlitzer's *One More Time* phonograph, one of which is featured in the front window. Honey's also sells antique equipment for home use; some is displayed along with the jukebox.

Owner Sal Gagliano got into the coin-op industry when he lived in Hammond a few years ago. A friend, who had a bar, wanted a pool table but couldn't afford it. Sal bought one and leased it to his friend. He expanded from that humble beginning, soon feeling obligated to offer his customers video games and other types of equipment. His theory and philosophy towards operating is not to stay in a location and die. He has dropped about 40 accounts saying it's better to get out than to stay and lose money.

Sal doesn't gush that the industry is as good as it could be. Instead, he offers this: "Even when it's bad, it's still a good industry!"



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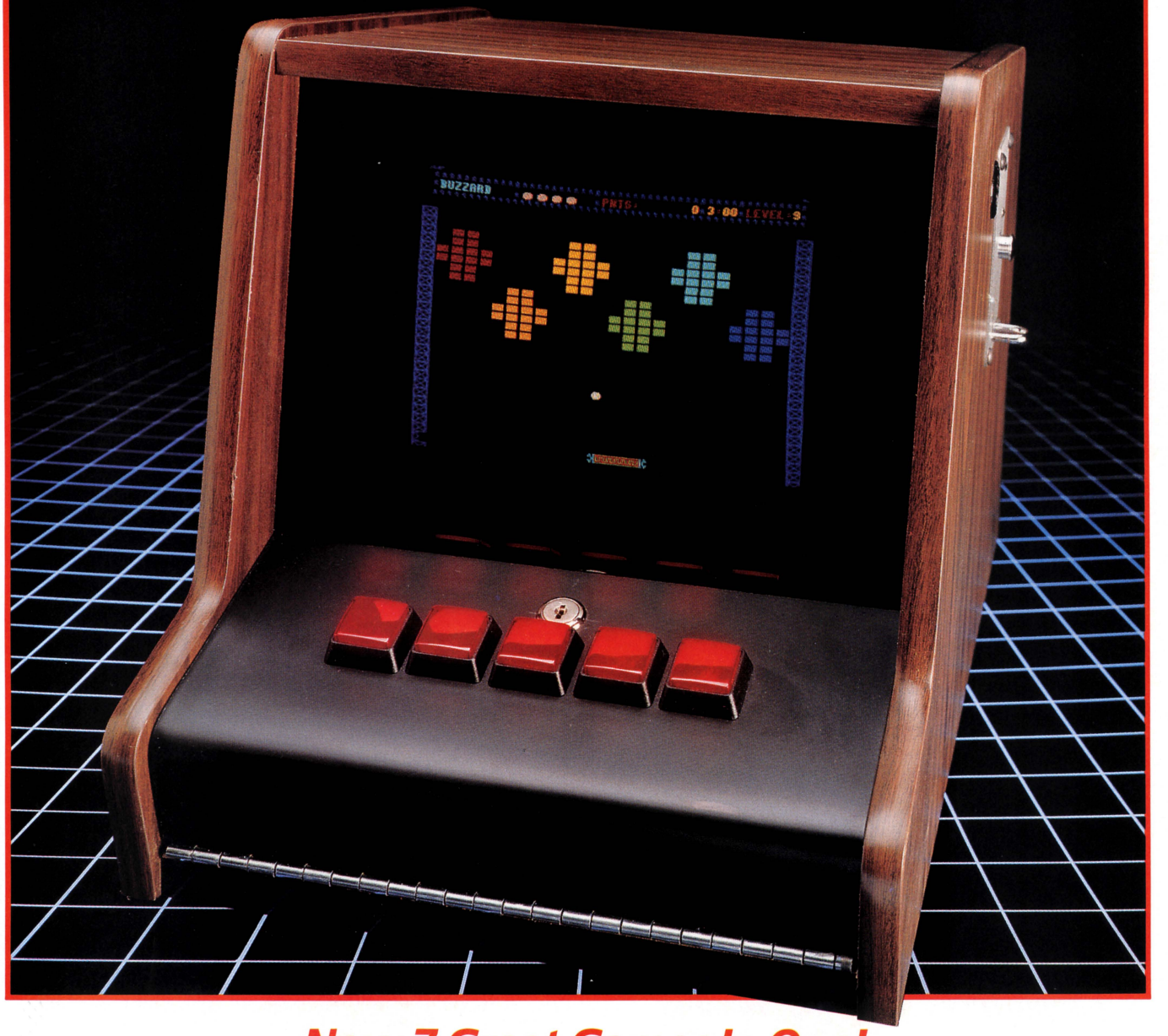

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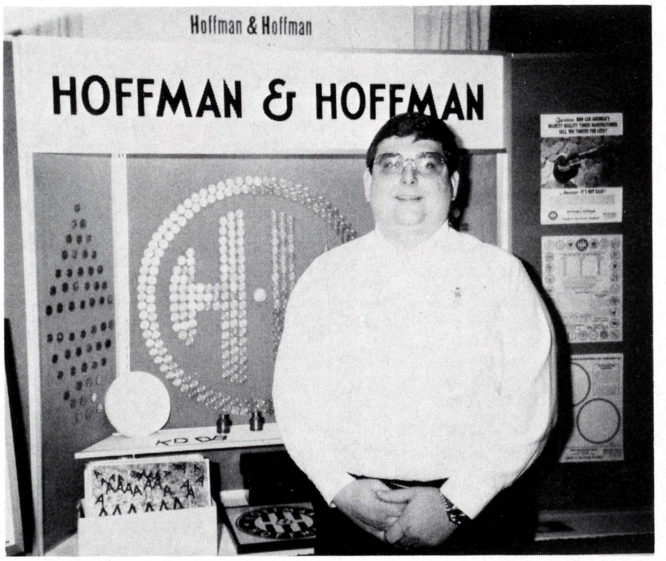
COINMAN INTERVIEW

By Valerie Cognevich



GENE CRAMM

"Our distributors support us; they are the professionals we depend on. That is their business. We count on them to be partners with us in this business."

Gene calls his history in this industry a long one but a good one. The industry has been good to him, he says. He began in 1975 with Cox Music Co. in Davenport, Iowa, working in street locations. He was hired by John Cox Sr. right out of high school and worked initially as a mover. From there Gene went into the service area, progressing into additional responsibilities working with equipment. He was soon procuring equipment from several distributors.

In 1980 Gene was hired by ShowBiz as an opening technician. Gene credits Cox for his solid background in technical work which enabled him to accept the position with ShowBiz. Gene traveled around the U.S. opening new ShowBiz restaurants that totaled over 30 locations. He was responsible for setting up the electronic games as well as the entire technical package. At that time there were over 40 video games in each store. In the early days of ShowBiz as many as five restaurants were being opened a week.

Gene soon progressed to a district technician, then regional technician, and finally moved to Dallas when ShowBiz relocated its corporate headquarters there. Another opportunity arose for Gene to start doing merchandise and game purchasing. He was soon procuring all equipment for ShowBiz. Gene is now vice president/director of purchasing for ShowBiz Pizza Time Inc., looking for and purchasing all new games, rides, attractions, skill items, etc. that apply to a family entertainment center. His responsibilities also include food purchases which he modestly describes as a large responsibility.

How many ShowBiz restaurants are there?

In 1984, ShowBiz purchased all of the Chuck E. Cheese restaurants nationwide. Including those, we have 125 corporate locations. In addition, we have 140 franchise locations nationwide.

Are you involved in equipment purchasing for the franchise stores?

Yes. Our franchisees are a very important part of our business and need our support as a franchiser. One of the areas I work on very heavily is supporting them with the same terms, equipment, and recommendations as our company stores. If I put together a package deal with a distributor then I would offer that same package to a franchisee with the same terms.

"Parts and service are so important in today's industry that I must focus on it. In fact, I feel that all operators need to focus very heavily on their service."

Has your background and your experience helped you in game buying?

You bet it has. However, buying games is only one part of what I do. Another important job is supporting the equipment with service after the sale. Parts and service are so important in today's industry that I must focus on it. In fact, I feel that all operators need to focus very heavily on their service. When you buy equipment and ship it all over the U.S. you must have service and quality--quality and service. They must be part of what you do and what you purchase.

What do you look for when you buy equipment?

There are three main factors I consider when buying equipment. Number one on the list is quality. We must have quality equipment and I think that is true of all operators, not just a Chuck E. Cheese location. Number two is service. It's vital to have someone who has a parts inventory, is willing to support us, and can provide us with the necessary tools to work with. And the third factor is price; it must be competitive. I have always been a firm believer in distribution, I've always supported distribution, and I still support it today. I buy my equipment from a distributor who, in turn, provides me with good support for all 265 company and franchise locations.

Do you use local distributors in areas where the restaurants are or do you have certain ones you deal with nationwide?

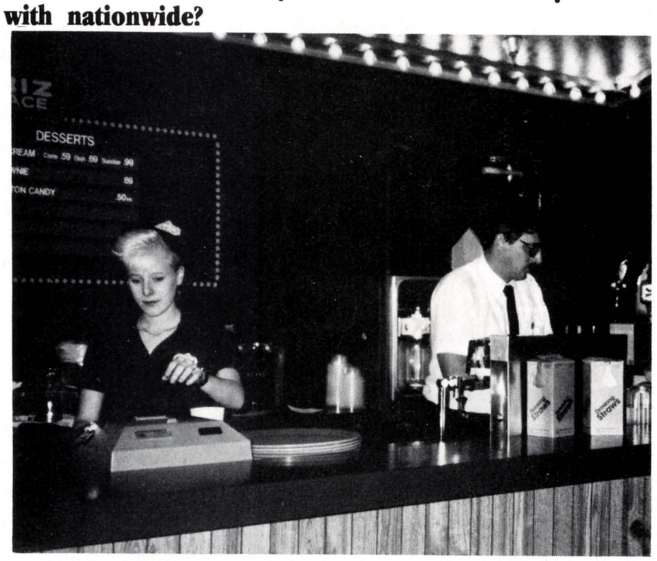
We are a national account and have several key distributors that we purchase from and ship to the various corporate locations. We use these distributors because they support us after the sale. When we have a problem with a machine they will do whatever is necessary to make sure our equipment is up and running.

That's interesting since you are in a situation that seems ideal for buying direct from manufacturers yet you feel that distributors are an important part of the chain.

At least twice a month opportunities come up for me to buy games direct from manufacturers of all types of equipment. In today's business our volume would justify a direct purchase. The reason we haven't done that is because of two points I brought up earlier; quality and service. We need to make sure that when we ship a game to Florida that is distributed in the mid-west or California, that the same level of support available at the point of distribution is also available in Florida. In order to achieve that you need a professional in that business. Our distributors support us; they are the professionals we depend on. That is their business. We count on them to be partners with us in this business.

All operators are concerned about making money on their equipment. How do you decide what to buy?

It's a tough decision for us just as it is with all operators especially in the last 12 to 16 months. I would like to explain the direction ShowBiz has taken and what has been successful. When we first started opening ShowBiz locations, we had over



Richard Kopecki, a ShowBiz manager, pitches in to help waitress Kim serve their guests.

Mindy Mitchell challenges mom to a game of air hockey.

Two "older kids" drop in after work for a game of *Chexx*.

40 video games in each store. We have been restructuring the ShowBiz/Chuck E. Cheese locations as restaurants with family entertainment. We serve a good quality pizza and at the same time we entertain our guests--a primary target group of families with children age one to 11. We are gearing our equipment to that age group. We still have video games but as we remodel we are decreasing them and will only operate from six to 12 in each location. We then need to fill extra space so we are focusing on kiddie rides. A new addition is some free kiddie rides so parents can come in and enjoy the restaurant without everything requiring money.

We are placing more Skee-Balls in our restaurants. We also are looking for other skill games that dispense tickets. We have been acquiring *Knock Down* from Meltec, *Bowler Roller* from Bob's Space Racers, and its new game *Super Shifter* which was shown at AMOA. We use *Hoop Shot* and *Pro Pitch* heavily in our restaurants. Another game we are finding successful is *Air Hockey*. We have recently purchased *Touchdown Fever*, Atari's *Roadblaster*, *Super Hang-On*, *Dunk Shot Basketball*, *Out Run*, and *After Burner*, the new type of video games. When we do buy video we concentrate on family oriented pieces like *RBI Baseball*, *Castlevania*, *Pacmania*, and *1943* which fit nicely into our locations. We do not purchase violent-themed games.

When ShowBiz first opened it was a popular concept and others opened similar places. Of course, very few succeeded. Why has ShowBiz continued to be successful?

Not only has it been successful but it's getting better. We are now in a growth pattern. ShowBiz made a tremendous comeback in the restaurant industry. We have a president, Dick Frank, that came on board two years ago. His restaurant experience was with S & A Corporation which owns Steak N' Ale and Bennigans. Dick came in and developed the concept of a new direction. It boils down to this: When we opened we were an arcade with pizza. Today we are a restaurant with family entertainment. That is our primary change and focus. We have worked very hard on our pizza quality and we have a tremendous group of general managers taking care of our guests. We believe our guests should have the finest experience each and every time they visit one of our restaurants.

There seems to be a lesson here that could apply to all operators--the quality games, the focus on the customer, and never being satisfied that their businesses are as good as they can be.

Right. We always have to look at ways to improve our businesses. You have to select your marketplace and what you are most comfortable with and the right direction for your company. Then you have to focus on that direction and move forward and be strong-minded enough not to do only what everyone else is doing. Our primary focus, for example, is on quality food and entertainment and everything we do is to enhance our guest experience.

"Number one on the list is quality. We must have quality equipment and I think that is true of all operators, not just a Chuck E. Cheese location."

I talked to you briefly last year at the height of the crane explosion. Surprisingly, you said you were not operating cranes although your locations seem ideal. Could you explain why?

We don't operate crane games because we are very focused on what marketplace we want to cater to. We tested cranes in four locations and I will tell you honestly that the revenue was very respectable. However, as I have said throughout this interview, our focus is on families. One of the unfortunate experiences we had with cranes was when parents would give their children tokens to have fun and in three minutes time they would be back asking for more coins because their money was gone; they had put it all in the crane. They hadn't won anything but they needed more money. The cost of the visit was twice what it was previously because children were putting their money in the crane, getting no value for it and that consequently resulted in unsatisfied guests. We attempted to generously stock the cranes, made sure the plush was accessible, and made sure the claws had as much tension as possible. We even tried putting ticket dispensers so, at least, a ticket was issued each time. However, we felt that when all of our testing was done, it was too expensive a venture for our guests.

"I have heard of equipment being shipped somewhat too early and the quality of the cabinetry and electronics not being good once it reached the operator."

You have been successful with ticket dispensing but would it be something other operators could get into?

They would need to know what kind of location they would be catering to. The equipment works very well with us because we have large redemption areas. When children win tickets, they can actually select the prize they want. They can save tickets from visit to visit to save for something special. It is a miniature shopping trip for them. That is what encourages them to play. If you take the ticket dispense feature from the game it changes the whole personality of that game. Ticket dispensers do have a big impact on our industry.

Do you feel more operators are looking into it as they look for more ways to increase revenues?

I think they are. Ticket dispensing games have been around for many years and more and more people are looking for different ways to use tickets because that type of equipment has stability and is enjoyed by all age groups. The equipment lasts and is well built. You pay a little more initially but it has the ability to be in your location many years longer than a typical video game.

You had said earlier that quality is important. Have you noticed any difference in quality of games lately?

We are back in a peak business. When that happens supply and demand go into effect. I have heard of equipment being shipped somewhat too early and the quality of the cabinetry and electronics not being good once it reached the operator. We are very concerned about that. We have not had a major problem to date but mainly because we are buying a large variety of games instead of large quantities of single pieces. We buy for quality and we buy from manufacturers that build quality products and stand behind those products.

Service is important to you and other operators. How do you find your service people?

We look for people with mechanical and electronic experience. We have a series of tests that we ask the applicant to take, we interview them, and outline the responsibility. Primarily, we look for someone with experience in meters, oscilloscope, someone who can work on monitors for games in the electronics area. In the mechanical area we work with hydraulic pumps, mechanical pieces with lift mechanisms, as well as our animation.

Since you have been in this business in various capacities since 1975, what do you think have been some major changes?

Jay Miller (left) and Nick Cognevich play *Bowler Roller.*

Nick Cognevich enjoys one of the many kiddie rides.

"The support we have gotten from AMOA and other organizations is helping the professional image that the coin-op entertainment industry should project."

One of the changes that we're seeing now is a larger variety of non-video equipment. I think the industry needs video, it's an important part of what we do, but we also need variety. It is interesting that companies such as Gremlin are coming back with wall games; skill type games like basketball games are coming back, too. Last year at AMOA we probably saw two or three versions of basketball. At the last show there were probably 12 versions. It's a new part of the business that many are getting involved with. Another thing I have noticed is that I didn't see any pay telephone booths at AMOA. They were there in mass in 1986 and I didn't visit even one at the last show. That's what I think has changed in the industry as I have seen it grow. I think the industry is very stimulating with lots of opportunities and good people that are exciting to work with. There is a tremendous amount of knowledge and impressive talent in this industry.

Do you have any idea what will be the next big thing in this industry?

Of course, I would love to have a crystal ball but I don't. I always hear people say they would like to find the next *Pac-Man* game, that hit we had a few years ago. I think we are all looking for that but I don't think that's reality. We all understand and are working with the fact that there is a lot of good equipment out there. But not one single piece at AMOA or out in the market will make our business successful. You have to be very selective. You can't be everything to all parts of the industry. If you are going to be a street operator and operate a lot of video, there is a lot to select from. If you are going to operate redemption, there's also a lot of that to chose from. But whatever you buy you must be selective in what and how you buy it.

Do you agree that operators are becoming more professional?

Absolutely. I think the industry as a whole has become very professional. We have really become a tighter group of people that have gotten to know each other. The support we have gotten from AMOA and other organizations is helping the professional image that the coin-op entertainment industry should project. The recent emphasis has been on the fact that we are using legal games. I think we need to encourage credibility and that professional image so we can remain credible.

Skee-Ball is one of ShowBiz's staples.

Is there anything that is going on that concerns you about the future of this industry?

I don't see any signals of anything that would impact the industry in any negative way. I am very confident about the future of the coin-op industry. We are doing many new, innovative things both in conversions and dedicated. There are new ideas and concepts that will impact the industry favorably.

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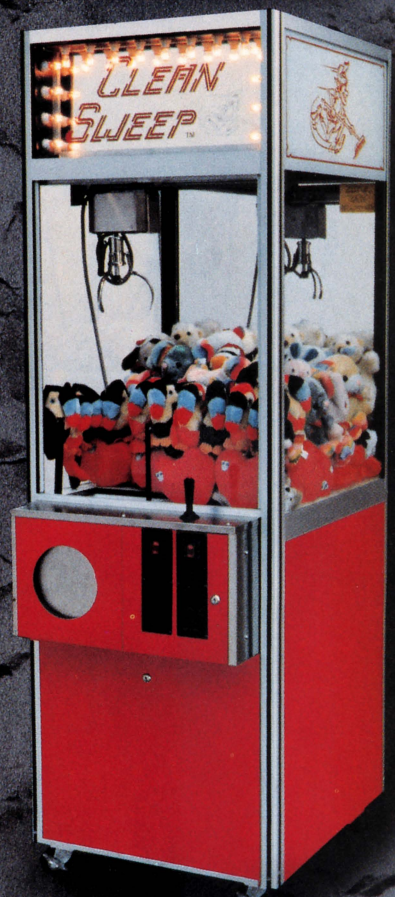

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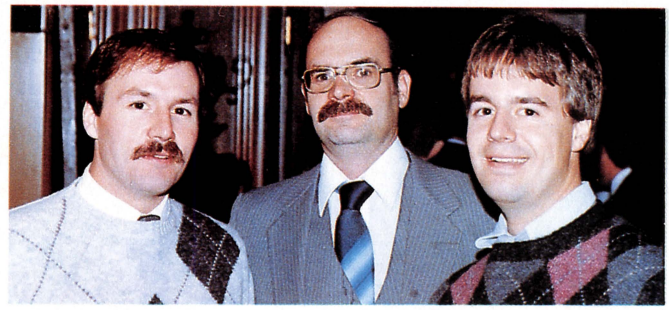
ATLAS HOSTS ANNUAL PARTY

It's more than an open house, it's an annual event. Atlas's Jerry Marcus and Ed Pellegrini three years ago began the tradition of hosting a holiday party for their customers at the Zum Deutschen Eck restaurant in Chicago. While enjoying a luscious German meal, guests can view the latest equipment, chat with manufacturer's representatives, and discuss business with fellow operators. "We felt this party would be a good way to thank our customers and give them a chance to see the latest equipment at the same time. Everyone has a good time," said Marcus. With nearly 500 guests, and the number increasing each year, the question seems to be whether the restaurant will be big enough for next time. However, Ed and Jerry are planning already for next year, at the same place. It will, no doubt, be another event you won't want to miss.



(From left): David, John, and Doug Diltz of Diltz & Sons.

Atlas's Jerry Marcus welcomes John and Jenina Poulos of Galaxy Game Center.

Jim LaRoux (manager of Atlas's Michigan office) chats with Merit's David Rubinstein, and Betson's John Margold.

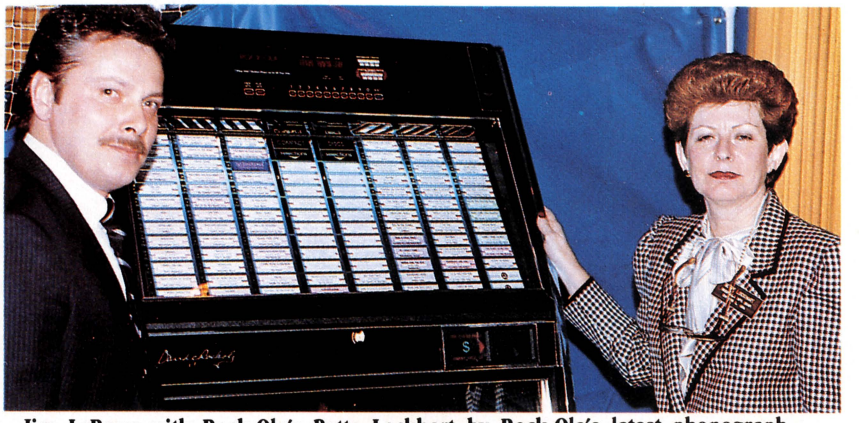
Mr. and Mrs. Jerry Marcus are all smiles over the superb turnout to their Christmas party.

(From left): Nathan Witters, Dan Dennis (Aladdin's Castle), Joe Blackwell (Aladdin's), Patty Fleck, and John Powers (Aladdin's).

Nintendo's Mike Minor hugs Ed and Frank Pellegrini's mother, Ann.

(From left):Ed Velesques, Mike Holl, Kem Thom, and Nancy and David Marik enjoyed a delicious German feast.

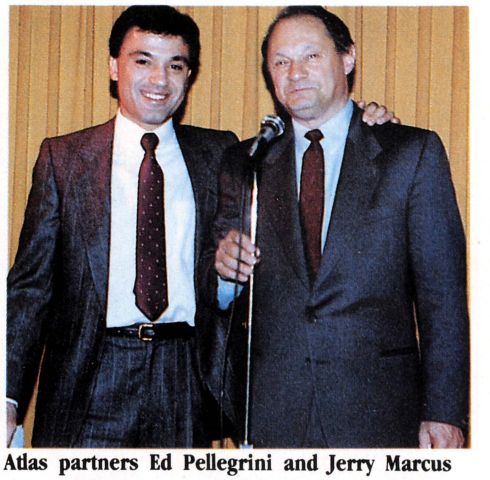
Mr. and Mrs. Joe Gilbert (Williams Electronics).



Jim LaRoux with Rock-Ola's Bette Lockhart by Rock-Ola's latest phonograph.

Bob and Becky Gonzolez of Bobec Amusement.

Bob and Kathy Peterovich of Music Vendors.



Atlas partners Ed Pellegrini and Jerry Marcus welcome their guests to the annual Christmas party.

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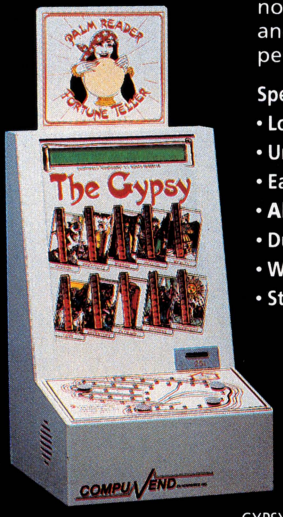

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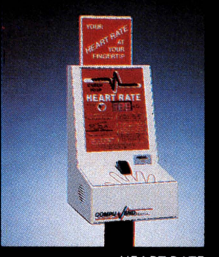
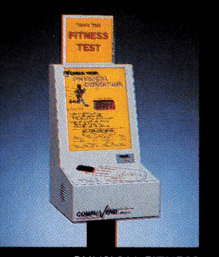


HEART RATE



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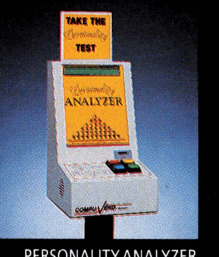

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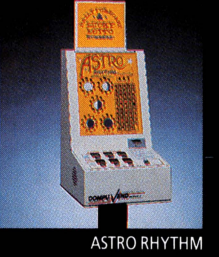

ASTRO RHYTHM

STRESS

MEMORY

T.O.P. HOLDS TREMENDOUS PARTY

T.O.P. Distributing in New York held an open house in December. "Everyone said it was the best show they have been to in many years," exclaimed T.O.P.'s Matt Tarantelli. The 15,000 square foot facility in Rochester, was just big enough for the more than 250 guests.

Of course, it wasn't all fun--guests saw the latest equipment and talked shop with many manufacturer representatives. Matt said they are making plans for an open house after the March ACME show.

Sal Bottaro (r) talks with T.O.P. salesman Terry Jenkins.

Over 250 guests enjoyed a sit-down dinner.

Operators talked with manufacturers and played the latest games.

Operator Sal Bottaro (l) with T.O.P. salesman Brian Wilson.

It was a pleasant set-up with tables set up amongst the newest games.

(From left): Tom and Matt Tarantelli with Sega's John Hill.

An operator trys his skill on one of the popular basketball games.

A few more scenes of operators talking with manufacturers, enjoying the food, and playing the latest games.

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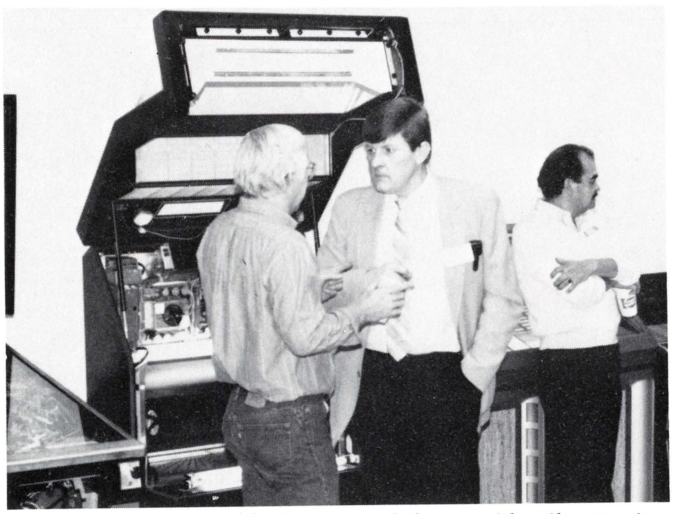
Mountain Coin-Denver welcomes crowd

Operators seeking more information on the latest new coin-op games gathered at the Mountain Coin-Denver open house on November 11. Over 200 operators and other guests from the Denver area talked shop with Mountain Coin staffers and manufacturer representatives. Included in the open house was a catered lunch and a multitude of door prizes.

Mountain Coin staff members (l to r): Edel Fellman, Jim Schmied, Debbie Russell, and Jack Brown.



Rus Strahan of NSM (r) discusses jukeboxes with Mike Merrit.

Crowded around a bank of new equipment are (l to r): John Durrouch, Verly Hudson, Ken Anderson, Rich Mazone, and Brian Duke.

Mountain Coin's Jim Schmied (l) with Dwain Deichtow.

Larry Mauro (l) and operator Mal Kline.

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NEWS

Parallel boards returned

Bob Fay, director of industry affairs for the American Amusement Machine Association, announced that FBI agents had executed a search warrant on December 3, 1987 at the business offices of Coindata in LaVergne, Tenn. He stated that "numerous circuit boards and business records were seized."

Coindata president John Yarbrough made a statement following the seizure: "Coindata has become yet another victim of AAMA's reckless behavior. Apparently the government was given false accusations that Coindata was trafficking in counterfeit goods. Repeated innuendo, references to counterfeiting, descriptions of how counterfeit goods are imported, and outright false accusations, along with the word "counterfeit" appearing 13 times, peppered the affidavit in support of the search warrant, which has nothing to do with the issues involved.

"The issue is the importation and subsequent sale of genuine used printed circuit boards. I find the AAMA"s conduct in this matter shameful. Contrary to the insinuations of AAMA or Bob Fay, the seized boards that were owned by Coindata were lawfully made and any 'buys' by its so-called undercover agents were of genuine, lawfully made goods. The fact that AAMA or its representative Bob Fay says that the importation and subsequent sale of genuine used printed circuit boards is illegal, does not make it so! This is the classic case of parallel importation that has been argued for years. Nothing more and nothing less. AAMA is trying to make this into something criminal when U.S. Customs says it is lawful and permissible.

"Coindata has always acted on the advice of counsel Richard Stern who specializes in Copyright/Trademark and Patent law, that the importation and subsequent sale of genuine used printed circuit boards is legal. Until either congress or the supreme court states in language that everyone can understand that the parallel importation of legally made, genuine used video game boards is either lawful or not, no one can say with any degree of certainty that they are illegal. In fact, several U.S. senators, including Senator Chafee and Senator Rudman, actively support the parallel import trade."

"We are expecting the return of the seized boards in the near future," added attorney Vincent E. Wehby, who is representing Coindata.

As predicted, on December 28 all boards were returned to Coindata and no charges were filed.

Bill Beckham, an Ohio operator who has formed a coalition of operators, American Operators for Equal Treatment (AOET), made a statement concerning the return of the parallel boards to Yarbrough. "The reason these boards were returned was because all of the seized boards were parallel boards, not copies."

Beckham claims that the methods used in this search and seizure and others have resulted in only parallel boards being seized and the U.S. attorney refusing to file charges. He added that AOET is considering legal action. "We would like to stop these unwarranted fishing expeditions that attempt to confuse everyone by tying in copy boards with parallel boards with the resulting public embarrassment and humiliation," said Beckham.

He continued, "We have to make operators realize that while copy boards are illegal, the legality of parallel boards has not been determined to anyone's satisfaction."

Jaleco opens U.S. office

Jaleco Ltd. of Tokyo has set up a U.S. office, Jaleco USA, Inc., in Niles, Ill., to market Jaleco's coin-op and consumer products. Jaleco has signed an agreement with Nintendo of America and will introduce *Bases Loaded* and *City Connection* in the spring for Nintendo's Entertainment System.

The president of the new subsidiary will be Howard Rubin who has 20 years of industry experience. Rubin was president of Kitkorp, vice president and product manager for D. Gottlieb & Co., and most recently owned his own video game consulting firm. Jaleco Ltd. president Yoshiaki Kanazawa said, "The appointment of Howard Rubin is a real asset to Jaleco."

Howard Rubin

Korea firm on copyrights

On October 1, 1987 the Korean government adopted an addition to its copyright act which states: "Literary works of foreigners shall be protected based on any convention in which Korea made entry or one which Korea signed an agreement."

This means that if Japanese videos are copied without permission in Korea, the sentence could be three years in prison and a large fine. Unauthorized copies of video games will be treated as illegal items in Korea. The Korean investigating authorities will be responsible for enforcing the law.

Alter-Brechner goes international

William Alter and Milton Brechner announce the formation of a new company, Alter-Brechner, Ltd., for the sale and distribution of merchandise and plush in the international marketplace. The company first displayed its products

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Milton Brechner (l) and Bill Alter team for Alter-Brechner, Ltd.

at the ATE Show in London, January 11-14.

Alter and Brechner combined have more than 40 years of experience in the industry. The new concept was developed to pass on volume savings generated by the buying power of Dan Brechner Co. outside of American shores.

Bill Alter stated, "This is a service and savings whose time, we feel, is long overdo, and we are proud to be able to produce this opportunity through Alter-Brechner, Ltd."

Alter-Brechner, Ltd. plans to promote the type of plush and merchandise buyers will be proud to display. The quality of merchandise, services, and variety will remain an important feature.

Anyone wishing to contact Alter-Brechner, Ltd. can call 011-201-882-9866, or FAX 011-201-808-9612.

Betson purchases Phoenix office

The Phoenix, Ariz. distributorship once known as Bally Southwest, then Phoenix Coin-Op, has now been purchased by Betson and re-named Betson Pacific, effective January 5.

General Manager Sal DeBruno reports that all staff members are still providing the same fine customer service the company has been known for over the years. John Reckas is the vending manager and works closely with DeBruno.

The company was owned by a manufacturer first, then an operator. Now that a distributor is at the helm, it should be steady and smooth sailing for this Phoenix coin-op distributor.

DeBruno has re-hired Greg Hungerford as head technician and John Wright as warehouse supervisor. Anyone wishing to contact this newest office of Betson Pacific Distributing Co., call Sal and his staff (602) 233-0190.

Starbase Omega debuts in March

Florida's Blaster Tag International of Miami and Mystery Fun House of Orlando have reached an agreement to a joint venture for a new interactive laser game called Starbase Omega, set to debut in late March.

Construction is now underway on this walk-through video that allows earthlings

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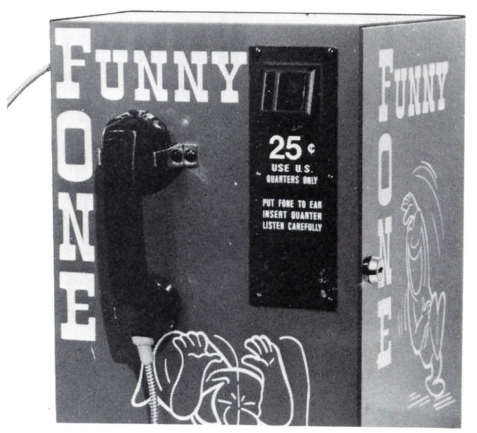

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IMPORTANT DATES IN FOOTBALL HISTORY

October 23, 1874—The first goal posts were used in a game between Harvard and McGill University. This was also the first game where admission was charged.

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to become galactic athletes and travel to a distant planet. Instead of being on the outside controlling figures on the screen, Starbase Omega equips players with a laser gun that shoots a visible light beam, a target shield sensor, and a computer pack. After receiving equipment, athletes are transported to the new planet's surface via a high tech transport chamber equipped with vibrating airplane seats.

Starbase Omega will occupy a total of 5,000 square feet in a domed structure that will include the alien planet, attached transport chamber, dressing rooms, and corridors. According to Dr. David Peretz, originator of Blaster Tag (a similar facility in Miami) this interactive video will appeal to players aged five to 50, with the prime target being teens.

Mystery Fun House is a family oriented amusement complex that is a major tourist attraction in Orlando offering miniature golf, a game room, and other attractions. Because many players visiting the Mystery Fun House complex will be tourists, Starbase Omega will be set up for continuous individual play. The cost of each play will be between $3.50 and $4.50 with group discounts for tours. It is projected that 15 percent of the players will have memberships.

Getting ready for Starbase Omega's opening (l to r): Jack Spangler, Jackie Farwell, and Dr. David Peretz.

Inside the Starbase dome the illusion of zero gravity will be felt through the use of two-feet of padding on the floor and padding on sloped walls. Over $200,000 is being invested in special effects.

Large screen televisions will monitor the actions on the planet. And there will even be a room for parents to watch their kids "suit-up". The room will offer sci-fi flicks of the past and sci-fi displays.

Once inside the new planet, each cosmic traveler competes against each other to accumulate alpha, beta, and gamma points. Black lights, space mist, alien UFO's, and a laser show all add to the fun. Each visit lasts six minutes and the computer pack signals time to return to earth. After each encounter, the player has the computer pack read and scores ranked.

For more information on the grand opening of Starbase Omega or franchise opportunities, contact Dr. David Peretz, Blaster Tag International, (305) 981-4500; or Roland Villaneuva, Mystery Fun House, (305) 351-3357.

Breath Analyzer eases insurance

Operators with tavern locations are taking note of interesting developments regarding placement of breath analyzers in their locations. Some insurance companies offer bar locations discounts on their alcohol liability insurance if a breath analyzer is on the premises.

Bel-Aire Insurance is one of the companies that has awarded premium liability discounts to responsible bar owners who install Communidyne's *Breath Analyzer*. Roger Gerber, president of Communidyne, a Chicago-based manufacturer, explained, "The fact is more and more people want to know how their bodies react to alcohol. Our company's philosophy is to create vending machines that provide this education in an entertaining way."

Gerber reports that acceptance has been dramatic, with machines recording several hundred "uses" per week.

There has been an unprecedented rise in legal cases brought against bars by victims of DWI and it has resulted in reactions from the insurance industry. As of January 1, 1988 any bar, hotel, or restaurant which installs and maintains a Communidyne machine will automatically qualify for a substantial reduction of liability insurance costs with Bel-Aire Insurance. "Locations may receive an

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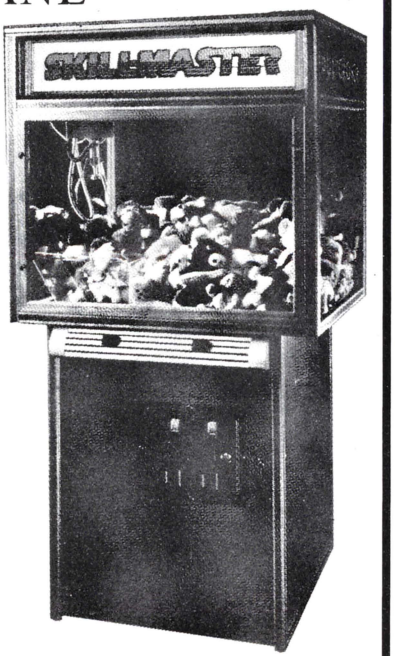

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Earth's Mission Control
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vering of the spacecrafts
to dock with the mothership.
To recharge and re-energize.
To once again prepare to defend
the new American frontier.

MINI-PLAYFIELD
For an extra level of excitement, the plunger shot powers the ball to the mini-playfield! Making the 3 upper level lanes advances the jet bumper value, lights the ramp shot and the left ball popper shot for docking. Making the USA lanes on the lower level scores 25,000, lights the top ball popper for 100,000 and advances the Stop & Score multiplier.

S-H-U-T-T-L-E & S-T-A-T-I-O-N
Spell S-H-U-T-T-L-E or S-T-A-T-I-O-N to score and change the lit value. Hit the right bullseye to change the S-H-U-T-T-L-E and S-T-A-T-I-O-N values.

SWEEP SHOT
Making the 3-bank drop targets advances the bonus multiplier. Sweeping all 3 targets with 1 shot scores 100,000 and 3 bonus advances!

STOP & SCORE
Hit the lower right drop target to light the ramp for Stop & Score for a timed interval. Making the ramp shot during Stop & Score scores the backglass value!

MULTI-BALL™
Docking 2 balls lights the ball poppers for Release. Each second of multi-ball play is added to the Bonus Ball Timer. During multi-ball, redocking 2 balls and making either ball popper shot scores Rescue Jackpot!

BONUS BALL
Spelling S-H-U-T-T-L-E or S-T-A-T-I-O-N when lit for Bonus Ball qualifies the player! After all the players have drained their 3rd ball, each qualifier is awarded the Bonus Ball time earned.

ABOVE AND BEYOND
More microswitches, lights on PC boards, and optos on drop targets and the rotating ball diverter mean fewer mechanical adjustments for optimum reliability and serviceability for the operator! Game enhancing original music and speech mean optimum appeal for the player!

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Height: 75" (191 cm)
Height with backbox folded: 54" (137 cm)
Width: 29" (74 cm)
Depth: 54" (137 cm)
Weight: 225 lbs. (102 kg.) uncrated
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Communidyne's Roger Gerber (l) with Bel-Aire's Art Blumeyer and the *Breath Analyzer* that can mean reduced insurance premiums to tavern locations.

additional 10 percent reduction," states Art Blumeyer, president of Bel-Aire.

According to Gerber, proceeds from the machines are used in various ways. In some cases bars buy the machine outright and give the proceeds to charity, or use the money to defray costs of leasing the machine. In other cases distributors give the machine free to bars, that get the insurance premium reduction, and the several hundred dollars a month income from the machine goes to the distributor.

Nan Langdon, a Dallas-based bar and restaurant specialist notes, "I don't say the customers are drinking any less, but they are drinking more intelligently." Regarding the insurance break she said, "This is the most important new development in the alcohol/beverage industry, and it won't be long before every premise that sells alcohol will have a Communidyne machine nearby."

Look for an expanded story on this subject in an upcoming issue. For more information on the Communidyne unit, contact Communidyne, 636 Anthony Trail, Northbrook, IL 60062; (312) 498-2444.

Government Affairs program highlights

A tentative program has been set for the upcoming Amusement and Music Operators Association (AMOA) Government Affairs Conference on May 15-17 at the Hyatt on Capitol Hill in Washington, D.C.

Initial plans call for a briefing by AMOA officers and Robert Wilbur, AMOA's government affairs liaison, on the status of key industry issues; an update on The Coin Coalition activities; a report on the status of the Berne Convention; a report on AMOA's new political action committee, AMOA PAC; and ample time for attendees to meet with their elected officials and/or their staffs.

AMOA's Washington staff will assist members in setting up appointments for congressional visits.

A number of social activities are also planned, including a congressional reception at the Longworth House Office Building. An AMOA-sponsored pinball

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IMPORTANT DATES IN FOOTBALL HISTORY

September 7, 1895—Jim Brailler became the first professional football player. He received $10.00 per game.

the Leland CORPORATION

tournament pitting members of Congress and their staffs against one another is also being considered.

Information on the program, housing, and registration has been sent to the 1,500 operator, distributor, and manufacturer members around the country. For more details contact AMOA headquarters, 111 E. Wacker Drive, Suite 600, Chicago, IL 60601; (312) 565-4602 or (312) 644-6610.

ACME books over 80 percent

More than 80 percent of total exhibit space has been sold for the upcoming American Coin Machine Exposition (ACME) to be held March 11-13 at Bally's Hotel in Reno, Nev.

Applications have been received from over 100 manufacturers of coin-operated amusement products for the 348 booths in Bally's Grand and Goldwyn Ballrooms.

The 1988 show will feature Distributors Row, conference areas provided for operators to meet with distributors. Belam Southeast, Brady Distributing, and State Sales are among the companies participating.

Special events will include an opening day complimentary continental breakfast for operators only and an all-show complimentary cocktail party on Saturday, March 12 from 5-6 p.m.

Educational seminars number 15 with speakers like Todd Erickson, Frank Seninsky, Jeff Rosenthal, Randy Fromm, and Charles Ross, among others.

Spouse programs include a backstage tour of Bally's "Hello, Hollywood, Hello", Reno City Tour and Gaming Instruction, Lake Tahoe Tour and luncheon and Virginia City Tour and luncheon.

Anyone who has not received an attendee brochure with complete show information may contact William T. Glasgow, Inc., Show Management, 16066 S. Park Ave., South Holland, IL 60473; (312) 333-9292.

Arachnid verdict upheld in appeal

The U.S. Court of Appeals for the Federal Circuit affirmed a jury verdict and lower court ruling on December 16, 1987 in the case of Arachnid, Inc. vs. Industrial Design Electronic Associates (IDEA), Don DeVale, Bonita DeVale, and Kidde Recreation Products.

The decision upheld the finding that IDEA had violated the terms of a 1980 consulting contract with Arachnid that involves the invention of a dual microcomputer for use in electronic dart games. The ruling affirms that the microcomputer patent belongs to Arachnid.

When asked about IDEA games still in the field with the dual microcomputer, Arachnid president Paul Beall said he would have to review his available legal alternatives before making a decision.

AAMA conducts raids in Chicago

A total of 13 search warrants were executed by U.S. Customs agents in the suburbs of Chicago on December 18, 1987, that resulted in the seizure of approximately 12 possibly illegitimate video games allegedly owned and operated by Elliott Music Co. and Elliott Amusement Co. of Chicago.

The warrants included searches at businesses in Vernon Hills, Lincolnwood, Glenview, Elgin, Arlington Heights, Wood Dale, Hanover Park, Glen Dale Heights, and Addison.

Some of the seized equipment were *Double Dragon* and *Arkanoid* games and other products of Taito America Corp., Capcom USA, Konami, Inc., and Tradewest. Company records of Elliott Music were also seized. No criminal charges have been filed in regard to this action.

Chicago is a high priority area for AAMA, the American Amusement Association, since a large number of operators in that vicinity have been identified as importing and operating allegedly illegal equipment. U.S. Customs agents, assisted by AAMA investigators, have confronted two other operators in Chicago who have voluntarily surrendered games to the Customs Service.

AMOA adds four recommendations

The industry standardization committee of the Amusement and Music Operators Association (AMOA) has added four more recommendations to its lists of standards for components and parts in the coin-operated entertainment business.

The recommendations are:

1) All machines shipped within the U.S. shall comply with FCC requirements as outlined in the FCC Rules and Regulations Vol. 2, Part 15, subpart I; and Vol. 2, Part 2, subparts I and J.

2) All game manual dip switch settings shall be labeled with a chart provided with the equipment or kit or indicated with self-explanation in the software.

3) All video games or kits shipped within the U.S. shall have mechanical meters or taps provided for operator installation of meters.

4) Manufacturers will provide

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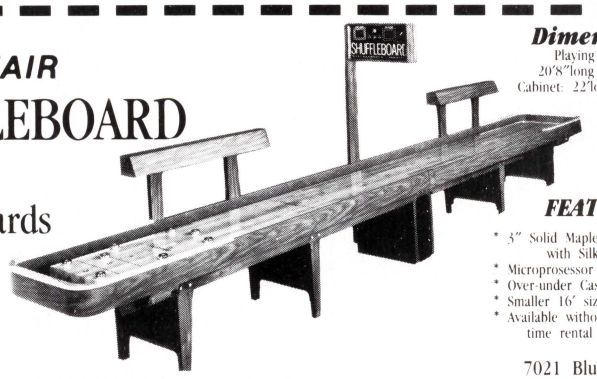

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availability of custom parts for a period of five years on dedicated pieces and three years on kits.

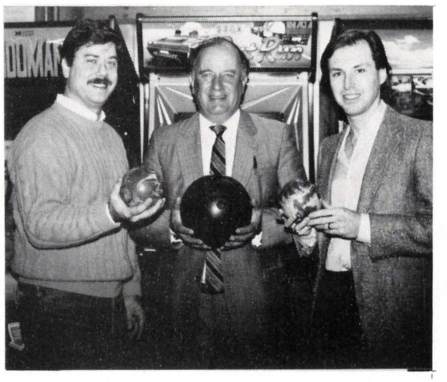
J.R.W. Amusements opens for business

A new Canadian company joins the coin-op entertainment industry as J.R.W. Amusements Ltd., effective December 15, 1987. Well known coin-op faces Richard Sadowski, Jack Fine, and Wayne Fromm have formed a partnership to start the new venture.

Sadowski was most recently vice president of Alphagraphics, a national chain of electronic graphic centers. He was also formerly a partner in Kernels, a 32 store specialty food chain.

Fine is president and managing director of Bowlerama Ltd., a highly regarded chain of 21 bowling centers that house over 200 coin games.

Fromm is president of Video Invasion Arcades of Canada and operates a successful route in another chain of bowling centers under the name of Centre Amusements in Ontario.



Principals of J.R.W. Amusements (l to r): Richard Sadowski, Jack Fine, and Wayne Fromm.

J.R.W. intends to add to its base throughout 1988 and collectively control over 500 machines in southern Ontario by the end of the year.

To contact J.R.W. Amusements, call Fromm at (416) 460-1984 or write to him c/o Video Invasion, 3500 Bathurst St., Toronto, Ontario M6A 2C6, (416) 781-9918.

Bally awarded military contract

The first U.S. military contract for video poker machines has been awarded to Bally Manufacturing Corp.

The $7.5 million contract is with the Army and Air Force for games to be installed in bases in Japan, Korea, and Germany. According to Bally, no tax dollars will be involved in the purchase.

In other Bally news, the company is seeking to sell its chain of health clubs (Health and Tennis Corp.) around the country and concentrate its efforts on the coin-operated amusement industry and its casino operations in the major gaming areas of Reno, Las Vegas, and Atlantic City.

Looking ahead to 1988, Bally president Bob Mullane said in a recent newspaper interview, "I think 1988 is going to be a good year. The greatest challenge ahead is to play the economy properly."

Bally's plans for the year include

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IMPORTANT DATES IN FOOTBALL HISTORY

January 1, 1902—Stanford and Michigan met in the first Rose Bowl Game. Michigan beat Stanford, 49-0.

the Leland CORPORATION

completion of a 30-story 800-room tower at Bally's Park Place in Atlantic City and refurbishing work at Bally properties in Las Vegas and Reno.

Arachnid names Hinueber

Arachnid announces the addition of a new staff member, Dean Hinueber, as field sales representative for its line of electronic dart games.

Dean Hinueber

Hinueber will work with operators of English Mark Darts and advise them on the successful use of Arachnid's league and tournament programs.

Hinueber has a strong background in sales, including experience with the Rockford-based Ecolab, Inc., Dollar Rent-A-Car of Schiller Park, Ill., and Quality Paper Co. in Rockford.

Dean will visit state shows across the country getting to know the operators. He will be at several BullShooter regional tournaments and train with a local operator and Arachnid distributor.

Double Dragon draws complaints

Objections have been registered by parents and some women's groups regarding violence in the popular video game *Double Dragon* by Taito.

Among the scenes cited for violence include one in which a man attacks a woman and slings her over his shoulders and carries her offscreen. In Dayton, Ohio, the Dayton Daily News carried an article on December 31, 1987 in which some of the complaints were mentioned.

Operator Ron Rentz, general manager for R&Z Vending, was quoted, "It's like anything else--it's a cartoon. Anybody who takes that seriously is just looking for something."

Cleveland Coin Machine's Kevin Cull said about 15 of the games have been marketed in the Dayton area.

Rick Rochetti of Taito America Corp. stated in the article, "I don't think it's any more violent than any other game on the market. To pick on video games, they're not looking at the whole picture...look at rock video." Rochetti said he has not received any complaints about the game.

Wayne Fromm is interviewed by Laura Di Battista on the subject of *Double Dragon*.

Wayne Fromm of The Video Invasion and J.R.W. Amusements Ltd. in Ontario, Canada, was interviewed on CITY-TV's Citypulse News and objected to the media attack against *Double Dragon*. Fromm said the game is no more violent than what is offered daily in cartoons, in the movies, or on the front page of the newspaper. He stated, "The theme of *Double Dragon* is somewhat benevolent as two characters risk their lives to rescue an abducted female from a street gang." As occurred this summer with the video *Contra* by Konami, games seem to be good targets these days.

Redstone gets new address

Redstone Corp., makers of the original *Funny Fone* has moved to new office facilities. Make note of the new address at 18178 Via Serena, Sonora, CA 95370; (209) 533-2614.

Bob Powell of Redstone is happy with vendor response to his product, a countertop or wall mount unit that tells jokes in six different categories: family, children's humor, adult, gross, ethnic, and religious. It comes with red cabinet, white lettering, black coin acceptor and telephone handset. Call Bob for more details.

NAMA gears up for western meet

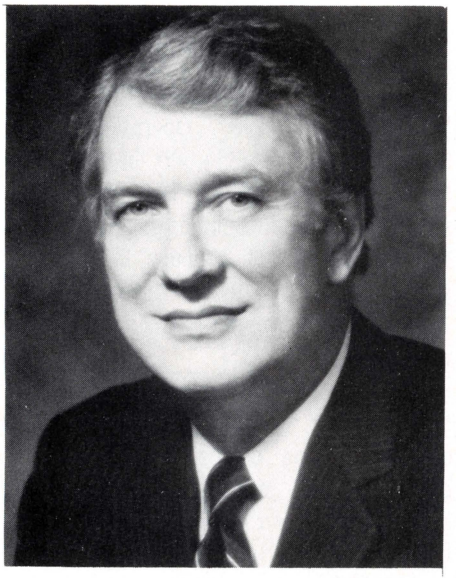
The 1988 National Automatic Merchandising Association (NAMA) is making plans for its western convention and exhibit in Anaheim, Calif., April 15-17; and its next national convention in New Orleans, October 20-23.

Over 7,000 registrants attended the 1987 National Convention of Vending/Foodservice Management in Philadelphia last fall. Enthusiasm was high for the 242 exhibitors who displayed new vending machine developments and new varieties of vended food products. Among those products were three manufacturers of French fried potato machines, water vending units, and condom vending machines.

At this convention G. Richard Schreiber, outgoing president of NAMA, discussed the trends in cashless vending and developments regarding the one dollar coin. Other speakers treated marketing, sales strategies, and public relations. Look for more noteworthy topics to be covered in April and October.

Industry members paid tribute to Schreiber at the fall convention with a special luncheon to mark his 40 years of leadership in the vending industry. He retired in December, 1987 after 18 years as the NAMA president and chief executive.

James Rost, past chairman of NAMA, succeeds Schreiber. Rost is the former



James Rost

president and chief executive of Interstate United Corp. of Chicago and served for many years as a senior executive of ARA Services, Inc. of Philadelphia.

Rost was a member of the NAMA board of directors from 1980 until this year and served as chairman of its board of directors in 1986. He has been in the vending industry for 25 years.

For information on the upcoming conventions in April and October, contact NAMA, 20 N. Wacker Drive, Chicago, IL 60606; (312) 346-0370.

Capcom offers buyer's special

Capcom USA offers a frequent buyer's holiday special for operators who purchased *Street Fighter* uprights and *1943* kits between December 31, 1987 and January 31, 1988.

This is how it works: Points are awarded for every *Street Fighter*, standard type upright model only, and *1943* kits purchased between the above dates. There's an added bonus for earlybird buyers, who will receive point credit on all purchases of *Street Fighter* prior to December 15, 1987.

Points are applied to dream vacations. For operators in the west there's the scenery of Hawaii, those in the central states can travel to Cancun, Mexico; and east coast operators can enjoy the warmth of the Caribbean.

See your local Capcom distributor if you think you may qualify for this frequent buyer's special.

J-S Sales doubles office size

J-S Sales Co., a major supplier of parts for the coin-op amusement industry, has completed a move to new headquarters in Mount Vernon, N.Y., a facility more than double the size of the previous location.

The new office features additional loading and unloading bays to accommodate the increase in volume currently experienced by J-S.

The company has installed a custom-designed computerized shipping system that cuts handling time by more than 60 percent for UPS, air parcels, and parcel post. A new 48 user computer system will facilitate more efficient data processing, sales analysis, and customer

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IMPORTANT DATES IN FOOTBALL HISTORY

November 9, 1987—The Leland Corporation releases QUARTERBACK, the most exciting football game ever.

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service. The new computer system automatically directs warehouse personnel in order selection and checking.

The J-S sales department has tripled the area of its former sales area and has its own computer terminals. There's also a new showroom and buyer's lounge.

Don Shimel, president of J-S, invites all customers, suppliers, and friends to visit the new facility. Contact J-S Sales Co. at 5 S. Fulton Ave., Mt. Vernon, NY 10550; (212) 324-3830 or (914) 668-8051. For the order department call 800/431-2944; FAX 914-668-8735.

Glendale acts against copies

Glendale Distributors of Providence, R.I., took action against Movie Hut, Inc. last summer over the *Talking Parrot* vending unit and reports it is claiming in excess of $1.5 million as a creditor of Jack Clair, a former Movie Hut official who has filed for bankruptcy.

According to Peter Robinson, president of Glendale, "The law states that company officers and stockholders can be held accountable and are liable in respect to copyright infringements. We have successfully sued Movie Hut, Inc., which filed Chapter 11 in July, 1987, and are now successful against former company official, Jack Clair. We are in the middle of similar suits against attorneys David Lawson and Phillip Huffman, who represented Movit Hut, Inc., are company officers, and knew of the copyright infringement.

"We are also preparing claims against another company, Niangua, Inc. of Conway, Mo., and plan to enjoin Thomas Blain and B.J. Whitted for their part in supporting and perpetrating these copyright infringements.

"The law provides penalties for copyright pirates who have plagued the amusement business over the past five years. These penalties must be brought to bear on those responsible in order to protect original products. I strongly recommend companies that have their products pirated and counterfeited to take appropriate legal action."

Robinson offers to freely advise all companies of his experience in this litigation if it helps to stamp out pirates.

Cranes of Texas has new pre-packs

Cranes of Texas, a Houston-based plush supplier and distributor for Hollywood cranes, offers a new upgrade plush pre-pack of assorted animals seven-to eight-inches tall.

Cranes of Texas carries the YoYo brand of plush made exclusively for the company in China. New pre-packs are coming every month and the latest one of 144 pieces (individually packaged 12 in a bag) includes cuddly bears, ducks, donkeys, puppies, penguins, owls, alligators, cows, and other plush pleasers. Many of the animals are in soft, pastel colors, and all are of gift quality. The company has plush items ranging in size from five-inches to 24-inches.

Call Wanda Hubacek for more information (713) 695-4220, or write Cranes of Texas, 301 Bennington, Suite E, Houston, TX 77022.

WMS gives year-end report

WMS Industries has announced results of operations for the fiscal year ended September 30, 1987.

Revenues from the sale of coin-operated amusement games increased nearly 25 percent from $61,380,000 in fiscal 1986 to $76,503,000 in 1987. Operating profit improved from $1,334,000 in 1986 to $5,906,000 in 1987. The continued strength of the amusement game industry and the success of Williams Electronics' pinball games resulted in the company's ability to improve margins and increase profitability.

In response to renewed customer demand for video games, Williams directed efforts during fiscal 1987 to developing an advanced video game system and plans to introduce new games beginning in the spring of 1988.

The Williams line of telephones was discontinued during fiscal 1987. Even though the product was praised for quality, unit sales did not reach the anticipated level.

Fiscal 1987 revenues from continuing operations increased 18.4 percent to $122,974,000 from $103,862,000 in fiscal 1986 resulting in a profit from continuing operations of $623,000 ($.08 per share) compared to a loss of $2,298,000 ($.31 per share) in fiscal 1986.

The net loss in fiscal 1987, including discontinued operations, was $2,306,000 ($.29 per share) compared with $3,401,000 ($.45 per share) in the prior year.

The report included other reports on the company's hotel and casino holdings in Puerto Rico.

The company expects fiscal 1988's first quarter results of the amusement game business to show a decline from the prior year, reflecting current softness in the pinball market. However, re-entry into the video game market and the growth of the hotel/casino business are expected to mean significant improvements in fiscal 1988.

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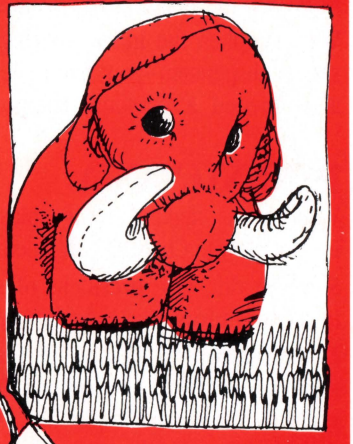
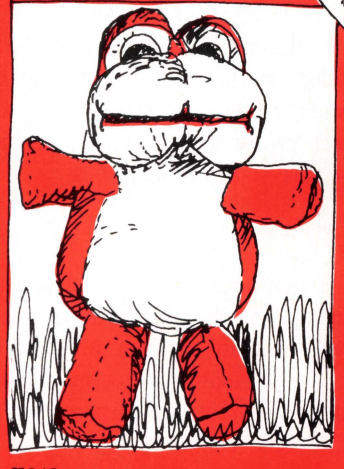


B5442
Assorted Colored Fruit Bears

050-291
10-6672 Dinosaurs



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FLORIDA

The Florida Amusement Vending Association (FAVA) has been working with a local law firm to develop strategy for legislation this session to establish a statewide occupation license *master license.*

FAVA has asked its members for lists of cities and counties in which they have occupational licenses, and other information that will prove helpful in building a legal argument to convince the legislature that some occupational fees were imposed as revenue increases. FAVA considers a master license essential to the industry and state as a whole.

Anyone wishing to help join in this effort may contact Robert S. Rhinehart, Jr., FAVA Headquarters, P.O. Box 13089, Tallahassee, FL 32317; (804) 878-3134.

GEORGIA

Wico Distribution Co. was highlighted in the Atlanta Journal/Constitution recently and praised for its product line of 20,000 items related to the coin-op business. Wico is one of the largest coin machine parts and supply houses and has offices in Norcross, Ga., Niles, Ill., Dallas, Fairfield, N.J., Los Angeles, and Las Vegas.

Wico supplies the inner workings for vending machines, video games, jukeboxes, pinballs, coin-op pool tables, change machines, stamp dispensers--you name it. The product line includes a series of patented joysticks--15 models in all. The company has also opened a personal computer division to serve the home video market.

PENNSYLVANIA

Videobox is making a big splash in the state at the Middle East Restaurant and Cavanaugh's in Philadelphia, Brennan's Pub in Flourtown, Chi Chi's in Allentown, Your Place Restaurant in Harrisburg, and at State College and local taverns in Pittsburgh.

Steve Devlin, vice president of sales and marketing for LA East, a Hatfield-headquartered video company representing Videobox in Penn., promotes Videobox units as proven income producers for locations.

Restauranteur Ed Tayoun of the previously mentioned Middle East Restaurant, reports positive results in his business. Before adding Videobox, his patrons frequented the first floor restaurant, and a comedy club on the third floor, but never totally utilized his second floor bar. Videobox has changed all that, giving Tayoun weekends busy with customers watching videos and dancing. He has 10 television screens (two big ones) for maximum appreciation of the music videos.

SOUTH CAROLINA

Students at Winthrop College are requesting condom machines be made available on campus. Several other colleges and universities in the country have installed condom machines in an effort to help combat AIDS and Winthrop students would like the student government to help obtain the vending units. However, school officials do not share this same view, maintaining that condoms are available at the student health center at a nominal fee (put in brown paper bags for confidentiality). The health center is not open after 6 p.m on weekdays or on weekends.

TEXAS

Quarters is the catchy name of a new arcade opened in Waco. It is adjacent to a cinema complex, Schulman Five Theaters, and managed by the same company, Schulman Entertainment, Inc. To introduce citizens to Quarters, a Video Olympics competition was held on December 19. It was also an occasion to show off the new *Pacmania* by Atari and *AfterBurner* by Sega, part of the arcade's two dozen videos. Pool tables, air hockey, basketball and pinball games are also present along with a compact disk jukebox. In addition, a charity event in the form of air hockey and basketball tournaments garnered funds donated to the Texas Rehabilitation Center.

UTAH

The Utah Amusement Music Association (UAMA) held a membership meeting in early January to discuss possible state taxation of the coin-op entertainment business. No action has been taken at present, but the association is prudently preparing reserves for a legal fund to be used when needed.

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January 1, 1988

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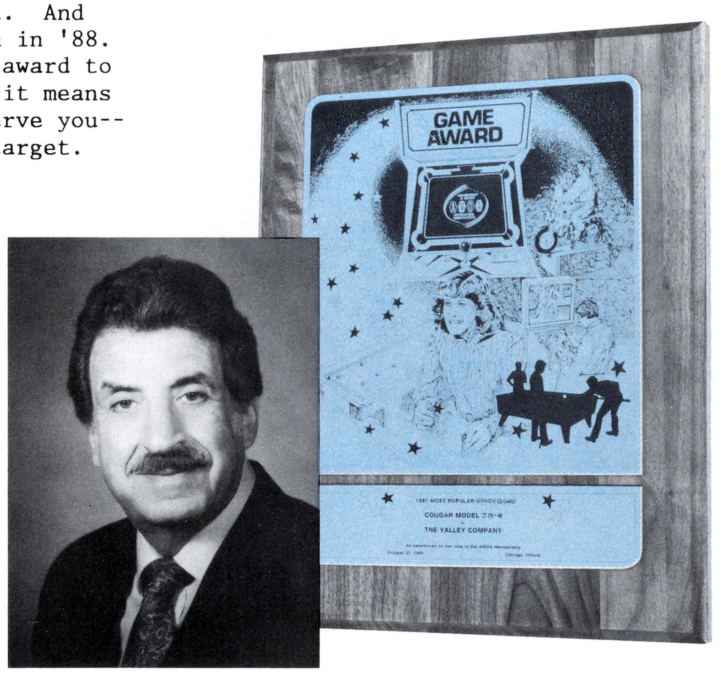
This year's award is especially gratifying. First, because it was a "write-in" vote, where it was necessary to indicate the choice by specific name. Second, Valley was competing in the "most popular other game" category, along with air hockey, shuffleboard, darts, as well as other pool tables. Each of these has its standouts, so we were up against the best across-the-board. When you win over the best all of your efforts become most worthwhile.

Finally, this sixth award is as much of a challenge as it is an honor. It means we'll have to work that much harder to retain your loyalty and support. And we'll try our best to win again in '88. Not because we'll have another award to hang on the wall. But because it means our continuing commitment to serve you--and our industry--is right on target. Thank you again.

Sincerely,

Charles P. Milhem
President



UAMA urges all members to participate in this effort by supporting an upcoming door prize raffle at the UAMA $5,000 8-Ball Pool Tournament to be held Feb. 27-28 in Wendover, Nev. The grand prize is a home entertainment system including a 46-inch big screen television. Mountain Coin Machine Distributors of Salt Lake City hosted the meeting.

Anyone wishing to assist UAMA may contact Robert Hoonakker, (801) 466-9424.

VIRGINIA

Jukeboxes can be used for more than music as seen at the Hecht Co. at Landmark Mall in Alexandria, Va. where it has been used as a sales tool. Customers view music videos of a rock band playing their latest hit and wearing denim jeans and jackets. For details on the clothing the customer touches the band member wearing the desired item. Orders are placed by typing in the customer's own names and addresses on the jukebox keyboard. Merchandise is sent within two weeks. The store managers call it IVJ--Interactive Video Jukebox.

WISCONSIN

The Wisconsin Amusement and Music Operators, Inc. (WAMO) has finalized plans for its spring convention and trade show at the Paper Valley Hotel in Appleton May 12-15. Included on the agenda of activities will be a seminar by sales consultant Pat Gahl and presentations on darting, pool leagues, merchandising. In addition, there will of course be exhibits of the latest in coin-op equipment, door prizes, and an auction. For more details, contact WAMO, 11801 W. Janesville Road, Hales Corners, WI 53130; (414) 529-4704.

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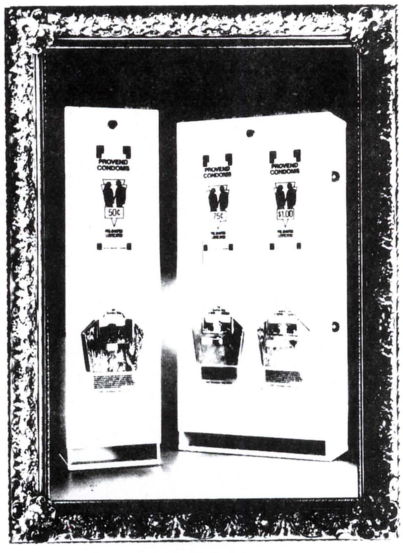

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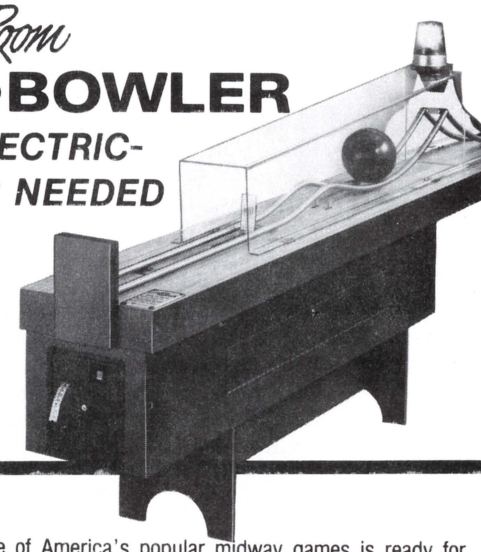

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Badger State Cricket Shoot

The Merit World Series of Darts continued in December with the Badger State Cricket Shoot held at the Spectrum in Fond Du Lac, Wis.

Spectrum's owner Ron Cohen converted the 20,000 square foot roller rink into a dart tournament ballroom for players who braved chilly temperatures to compete for the $4,000 in guaranteed cash and added prizes.

Players from Wisconsin, Illinois, Minnesota, Massachusetts, Indiana, Pennsylvania, and Iowa competed in the tournament that was organized by Merit Industries, manufacturers of *Pub Time* and *Bull Buster* dart games. Co-sponsors of the tournament were Winnebago Coin, Amusement Devices, Denmark Coin, and Seven-Up.

Competition was highlighted by the Iron Man and Iron Woman Muscular Dystrophy Association charity event, sponsored by local businesses and operators at $100 per man and $50 per woman. Contestants were limited to one hour throwing 500 darts for the bullseye. Players also collected pledges for each bullseye thrown. Lane Helgeson of St. Paul, Minn. placed first with 384 bullseyes; Judy Brott of Wis. had 238 for the ladies.

Winnebago Coin's John Speers came up with the idea for the event and remarked that "Response far exceeded our original goals. Over $4,000 has been raised and pledges are still coming in." Trophies were presented to the winners by Eric James, Muscular Dystrophy's local poster child, and his mother, Susan James.

Winners of the dart tournament in men's open singles competition was Bub Honeycutt of Indianapolis; in women's open singles it was Penny Hackbrath of Appleton, Wis. Open doubles was captured by Rick Brinkman of Maplewood, Minn. and Lane Helgeson of St. Paul. The women's doubles went to Natalie Hanson of Redgranite, Wis. and Judy Brott of Manitowoc, Wis.

In mixed doubles Jay Pruett of West Bend, Wis. and Bev Philipsky of Lomira, Wis. took top honors. Blind draw doubles was won by Bub Honeycutt and Jody Bickelhaulpt of Fon Du Lac, Wis.

For more information on Merit's World Series of Darts, call 800/523-2760.

Mixed doubles winners Jay Pruett and Bev Philipsky with Bob Mills

Bob Mills (l) and sponsor Mike Smythe of Indy Amusements (r) congratulate open singles champ Bub Honeycutt.

After the charity event (l to r): tourney director Bob Mills, Lane Helgeson, Judy Brott, and John Speers of Winnebago Coin.

A special thanks

Just Darts of Indiana was inadvertently left out of Merit's Indy Cricket Shoot press release. Said Merit, "We would like to add a special thanks to Just Darts for their efforts in helping us make a successful tournament."

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THE ART OF EFFECTIVE DELEGATION

by Charles C. Ross

"The best executive (manager) is the one who has sense enough to pick good people to do what he wants done, and self-restraint enough to keep from meddling with them while they do it."

Your desk looks like a bomb just exploded, there is a call on line one for you, a salesman is waiting to try to sell you a new conversion kit or dedicated game, one of your route managers has a crisis with a location which must be attended to immediately, the postman just delivered the daily mail including an insufficient check notice from your bank, you have a meeting with a convenience store owner in five minutes, and your spouse wonders why you are a bit uptight at the end of the day.

No, this is not an advertisement for some headache remedy. This, unfortunately in many cases, is the way some amusement machine operators conduct day to day business. Your response may be, "Well, my days are not quite that bad but I do go home with a bit too much tension"; or "That is nothing, you should see what my days are really like..."

In either case you are a prime candidate for some instruction on how to delegate effectively.

Delegation is simply the concept of handing over to a subordinate some part of the job that you, the superior, are expected to carry out. After all, what are you called? A manager, right? One of the main purposes of a manager is to get results from his people, in short, to direct. To direct, according to the dictionary, is to give instructions for the achievement of an end result.

If you are still with me at this point and feel that perhaps you would like to sharpen your delegation skills then let us begin by examining why managers do not delegate.

REASONS PEOPLE DO NOT DELEGATE

"Nobody can do the job as well as I can do it." Managers or other supervisors who rely on this classic line suffer from the view that they are the only one capable of handling the job or that they are the expert and no one else can perform the task. Of course, no one will ever be able to handle a job or become the expert if they aren't given the chance.

"I like to do this job." This type of response is from people who like detail work. They enjoy the actual hands-on performance as opposed to seeing the finished results once the task is completed.

The service manager who spends the better part of the day working diligently to repair a broken flipper on a pinball to cut costs is avoiding the central issue which is properly managing the service department. Don't misunderstand this one; repairing the broken flipper is important but the service manager involved is doing what is called "avoidance of the central issue or problem."

After all, how can the service manager focus on the real goals and real problems of scheduling repairs, the flow of equipment through the shop, and assigning tasks to his employees if much of his day is spent repairing pinball flippers?

Delegation can also lead to unfounded fears. For example, the fear of losing prestige or status.

"I don't turn this task over to anyone because it will make me look bad if I don't do it myself." He may feel that the job must be handled personally or he will lose status. This fear can turn into another fear; the fear of being replaced.

"If I don't do it myself then I may be replaced by John if he performs the task." Also, this leads to still another fear: "John may do a better job and make me look bad."

Then there is the fear of subordinate failure stemming from your lack of confidence in your people. "I cannot let Lester do that because I know that he will not do it right. I am the only one that ever gets anything done properly around here."

Research shows that most subordinate failure is attributed to poor delegation techniques by the superior. So the superior, who is afraid of failure by the subordinate, is usually the one at fault.

Managers and other supervisory personnel must be able to tell subordinates what work is to be done. In short, they must have the ability to plan ahead. Poor planning talents can be a reason people do not delegate.

An amusement machine company or arcade characterized by employees standing around in the early morning hours waiting for the boss to decide what needs to be done, is a business with a manager who has poor planning skills. This manager is costing the business money through inefficient use of the employees.

Then there is the "boomerang principle." A technician is promoted to shop foreman or manager. As shop manager he "boomerangs" back to his old job as a technician. He avoids delegating his old job because that's where he feels comfortable and finds easy success. The new manager must realize that he must leave his job as technician behind and look to the new rewards and challenges of being the shop manager.

WHY EMPLOYEES ARE RELUCTANT TO ACCEPT NEW ASSIGNMENTS

But wait a minute. Are you confident that you have tried to delegate but your employees drop the ball and do not want to do what you ask? If so, let's explore some of the reasons the subordinates have difficulty accepting new assignments.

"I already have too much work to do." This is a response that people who feel overworked or underpaid use when you try to give them added assignments. It's unrealistic to think someone will want to expand their work load or venture into new projects under those circumstances.

"You never tell me what you want." This is from a staff dealing with inadequate resources. Imagine the dilemma of an employee if you instruct him to prepare a monthly calendar for machine rotation, and then you do not provide him with the resources he needs, such as a computer. Then to compound the problem you are not available to that person for necessary questions like: "Do I rotate equipment based on revenues, or how long the machine has been at a location, or based on return on investment?" This is obviously going to be a frustrating situation for the employee who will understandably shy away from the task.

The "You never tell me what you want" problem can also lead to the "I'll let the boss decide" problem. Making a

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wise decision can be hard work. Also, trying to make a wise decision can be compounded if the person is dealing with inadequate information. Therefore, it's easier to let the boss decide. Besides, if the boss makes the decision, the employee feels free from blame should something go wrong. The boss inadvertently reinforces this behavior when the employee brings in half-baked ideas for a decision.

Additionally, many employees have a fear of failure. If they fear failure, then they will really lean heavily on the "I'll let the boss decide" behavior. Many times the fear of failure stems from inadequate information about what the task involves.

"I am afraid I will be criticized for my decision." Many employees are afraid of criticism. So it is easier for them to avoid the whole area of decision making by avoiding assigned tasks.

"I never even get a thank you or a pat on the back." Many people will shy away from additional tasks if there is no reward for a job well done. Since the additional work requires additional think time and effort, people feel they should be rewarded. The reward can be a simple thank you, a new title, an office, a promotion, or a raise. Again, I must emphasize that it is crucial to reward your employees.

THE ART OF EFFECTIVE DELEGATION

If any of the above sounded familiar, you may be in need of some additional delegating skills.

Being a good delegator is somewhat like writing a good advertisement or newspaper article; you must address the who, what, when, where, why, and how questions answered in advertising and in good newspaper writing.

Here are seven steps to help you achieve the art of effective delegation:;

1. What do you want to delegate? Review all the tasks that you are responsible for and pick all the tasks which can and should be done by others. Then organize the tasks you plan to turn over to members of your staff. Initially, these will be the more routine tasks. Don't just delegate the unpleasant tasks; assign some of the pleasant aspects of your job, too. As you and your staff progress, you will be able to expand to more complex issues. You can even allow your staff to aid you in selecting the tasks you are going to delegate.

2. Whom do you want to do the tasks? Selecting the proper staff person does not necessarily mean the most intelligent. It does mean choosing the one best suited to perform the specific task. One of the most important attributes to look for is conscientiousness. Ability is important but ability can be learned while desire is sometimes more important.

You must have parity of authority and responsibility. Authority is the power to carry out a task and make decisions within predetermined limits. Responsibility refers to the duties. If you are going make a person responsible for some task, then he must have the authority to perform the task. Want to really frustrate your employees? Delegate responsibilities, and then don't give them the authority to get the task accomplished. This is probably one of the most common mistakes managers make. The employee must have authority to get the task done.

A manager must trust his staff members or there will be little or no delegation. Some managers trust employees with trivial assignments, but trust only themselves with key assignments. Trust your people or you will destroy morale. If you fear your employees will do a job wrong be sure to give better instructions (see #4.). Keep in mind that no one is perfect. If an employee makes a mistake, nothing you can say is going to change it but the employee has probably learned a valuable lesson. Discuss it and then go on from there. Don't take authority away or reassign tasks based on one mistake. Remember those you made to get where you are. Give employees more difficult tasks as they prove themselves and their abilities to you.

Be sure the employee is willing to accept the responsibility. Employees agree to perform duties in return for rewards, such as status, a paycheck, or a pat on the back. The important thing is that the responsibility is something the worker agrees to accept, not just something that you have imposed. Let employees in on your plans. Nothing is more deflating or frustrating than to spring an unwelcome task on someone that will resent the imposition. Yes, you are the boss but your staff can help you be a better one if you help them be better employees.

3. You, as the manager, must encourage, train and motivate your staff to accept the assignments you have chosen to delegate. Think in terms of how you are helping yourself and your employees grow by delegating.

For example, delegation can develop status, prestige, and initiative by giving your people more challenging jobs to do. Work itself is a motivator. You will find that your staff will be motivated to put more effort and ingenuity into solving problems when you give them more freedom to solve those problems and take on responsibility. The result will be more creativity. The process works in a cycle; grant more authority and responsibility and you boost morale. High morales make people eager to solve problems ,which leads to creativity. The cycle continues.

4. You should explain to your employees why a task needs to be done, when it should be completed, and where to go for more information. Choose the instructing method most appropriate for each member of your company.

Specify the results you expect. If they are to seek out and devise new methods for equipment rotation make sure they understand that a new rotation method is the final outcome you seek.

Question the person to be sure that they understand what they are to do. An excellent method is to complete your explanation and then ask them to explain it back to you. Then, when you are confident they know what you want and when you want it, turn the task over to the employee.

5. Provide support, encourage independence, and help develop confidence. Theodore Roosevelt put it this way: "The best executive (manager) is the one who has sense enough to pick

good people to do what he wants done, and self-restraint enough to keep from meddling with them while they do it."

As stated earlier, an effective manager allows staff members room to fail. If people do not make occasional mistakes, it is because they are not taking any risks. When a manager delegates freely, people will make some mistakes as they learn their new assignments.

6. Establish accountability. All of your employees should be held accountable for the delegated task. As you evaluate your staff's performance ask these questions:

a. Has the task been accomplished?
b. Did the person make efficient use of resources such as time and money?
c. Did the person receive counselling when he requested or needed help?
d. Was the person rewarded for good performance? Or punished for poor performance?
e. Was this delegation effective?
f. How could the delegation of this responsibility have gone better?

If the task fails, the employee is partially responsible. The manager is also partially responsible. Don't forget that proper execution of the delegated tasks is ultimately your responsibility. You cannot delegate away the final accountability. A case in point is the poison-gas leak that killed over 2,200 residents of Bhopal, India, in 1984. Although responsibility for ensuring that the storage tanks were safe had been delegated to technicians, top company officials had to accept the blame for the disaster. Several plant officials were arrested by the Indian government, which held them responsible for the mistakes of their subordinates.

Similarly, when the job is done properly you also share in the credit. Your employees can make you look good when they complete a delegated task properly.

The important thing to remember about delegation is that everybody wins--you, your company, and your employees. So go ahead; try it. Remember, the more you do it, and monitor the results, the better you and your employees will get at mastering the art of effective delegation.

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HOW TO SELECT A BUSINESS LAWYER

by Fred S. Steingold

There's no getting around it: In today's complex legal environment, every business needs a lawyer. If your business has never had its own lawyer, or if you're dissatisfied with the legal representation you're currently receiving, how do you go about finding the right lawyer?

Here are some guidelines to get you started in the right direction:

1. Start by asking the owners and managers of other businesses for their recommendations. They can direct you to lawyers who have satisfied their needs, and steer you away from practitioners who may be inadequate in a business meeting.

2. Also look for suggestions from professionals who work with lawyers on a day-to-day basis. This would include bankers, real estate brokers, accountants and insurance agents. These people can often provide an objective evaluation of who's top-notch and who isn't.

3. Don't place too much reliance on Yellow Pages advertising. There's usually not enough information there to help you make an informed choice. Similarly, be cautious in picking a lawyer based on a recommendation from a lawyer referral service operated by a Bar Association. Find out if the referrals are made simply on the basis of a lawyer asking to be on a list, or if there is a more sophisticated means of screening the lawyers to make sure they have sound qualifications.

4. See if your local library has the Martindale-Hubbell Law Directory. Biographical sketches of lawyers listed there can help you make an informed choice. Many firms list heir major clients in the directory--an excellent indication of the type of practice that the firm is engaged in.

5. By all means, speak to several potential candidates before you zero in on your final choice. Lawyers are used to being interviewed, and generally will not be offended if you suggest this procedure. Most lawyers will be willing to speak with you for a half-hour for no charge if you explain in advance that you are in the process of selecting a business lawyer.

6. At the interview, ask questions: How are fees charged? Will the lawyer you're speaking to actually do the work, or will it be assigned to a paralegal or a young associate? How much business law experience does the lawyer have?

7. The hourly rate quoted by a lawyer should not be your sole basis for making your final selection. An experienced lawyer who charges $100 an hour may, in the long run, prove less expensive that a neophyte who charges only $75 an hour. The reason: The more experienced lawyer may be able to complete a job with fewer hours of effort because he or she has handled similar matters before. In addition to costs, also place some weight on the lawyer's reputation and the rapport you feel during the interview. These personal factors can't be ignored in establishing a lawyer-client relationship.

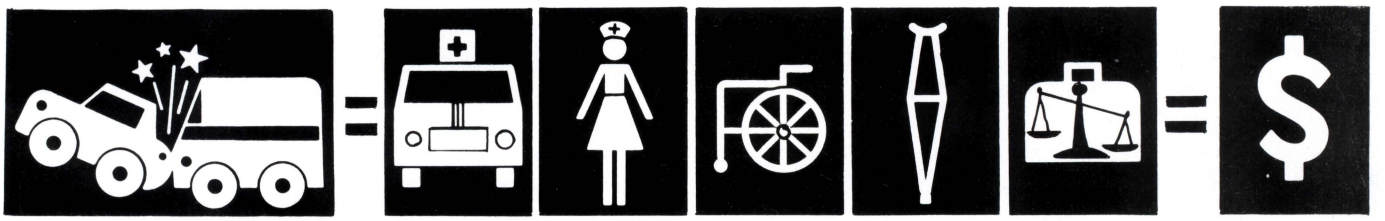
8. Look for a lawyer who tries to solve problems--not a fly specker who kills deals. It's easy to find lawyers who can raise a million objections as to why a proposed course of action will never work. The truly valuable lawyer is the one who creatively finds a way to overcome difficulties and help you achieve your business objectives.

9. Try to find a lawyer who seems interested in your business and is interested in learning about it. Avoid the lawyer who is aloof and doesn't want to get involved in learning about the nitty-gritty details of what you do day in and day out. Good legal advice often depends upon a solid understanding of how the business operates. On the other hand, don't expect your lawyer to make business decisions for you. A lawyer can serve as an objective sounding board for new ideas, and can play the Devil's advocate in certain situations, but only the owners and managers of a business can be responsible for its ultimate destiny.

10. Consider both large and small firms. A large firm may be able to handle a broader scope of legal work for you. On the other hand, a smaller firm offers more personalized service, and can call in specialists on an as-needed basis.

It may take some time before you're confident that you have made the right choice. How do you evaluate your business lawyer? At the very least you should expect the following: courteous treatment; itemized statements and a full explanation of billing practices; prompt responses to your phone calls and letters; confidential legal conferences, free from unwarranted interruptions; periodic information about the status of your case; diligent and competent handling of all legal matters; and clear answers to your questions.

If your lawyer doesn't meet these minimum standards of performance, have a frank discussion with him or her. If things don't improve, your search for the right business lawyer must begin anew. But take heart--the process should be easier the second time around.



DANGERS IN USING AN EMPLOYEE'S AUTOMOBILE

by Warren E. Nord

Do you ever ask an employee to do a minor favor involving the use of the employee's own car? If your answer is "yes" you're courting trouble, even if your request is as trivial as asking the employee to drop off a letter or package at the post office.

Sound ominous? Ask your lawyer to explain the phrase "acting in behalf of the employer"--a statement often heard in courtrooms.

It is the wherewithal enabling lawyers to pin liability on unsuspecting employers who have unwittingly placed themselves in financial jeopardy by "borrowing" the use of an employee's automobile for some small, often inconsequential, business purpose.

To put the problem and related danger in proper perspective, let's examine a hypothetical situation and see how this type of situation could affect you.

Business owner Joseph Green received an urgent call from a customer--the need for immediate delivery of certain items. But Green's delivery van had already left the premises.

Dave Gordon, an employee who usually drove home for lunch, overheard the conversation and volunteered to deliver the small package during his lunch break.

Green handed the package to his employee with little thought that he was just about handing away his business; one that had taken him many years of hard word and heartache to build.

Unfortunately, Dave was involved in a two-car colllision in which a passenger in the other car was seriously injured. The man's broken back would hospitalize him for a long time and recovery if ever would entail medical specialists, therapy, numerous operations, and leave him without income for a long, long time. Costs for medical care and hospital confinement have skyrocketed and a six-figure suit was filed against Dave.

The shocker was that the suit also named Joseph Green and his firm. Naming him was a usual practice because when attorneys file a suit they will attempt to involve any person, or persons, even those remotely associated with the accident.

This is normal procedure, in the best interests of their clients, and it is up to the jury or presiding judge to make a decision to place liability. In this case a jury brought in a verdict against both defendants--Joseph Green and his employee--to the extent of $125,000. Green was held accountable because it was ruled that Dave's act of delivering a package was *"acting in behalf of his employer for the employer's benefit."*

Green was not carrying what is known as *non-ownership contigent liability coverage.* His employee only carried $20,000/$40,000 liability insurance and Green's having to pay the balance, together with legal fees for defense, just about wiped out his savings, business reserves, and forced him to mortgage (at very high interest rates) his business to the hilt.

This story, straight from the records of the employee's insurance company files with assumed names, isn't meant to be a bogey-man tale, but merely to illustrate how a business owner was, and can be, involved and held liable for the acts of his employees, even while they are driving their own personal cars.

You may feel that this case was founded on a very limited usage. However, claims files indicate that any car use (whether regular or occasional) can create a definite association that can be upheld in court. Other cases can be mentioned. There is the one about an employee who carried mail to the post office in his personal car. He had an accident. The court ruled that there was an employer-employee relationship. In the case where an employee made a bank deposit and was returning to his own residence, the mere fact that the deposit slip was in the car gave rise to the employer being liable for an accident.

There are two alternatives by which a business owner can protect himself from such potentials. One is for the owner-employee to request "Evidence of Insurance Certificates" on the personal cars of all employees. Most insurance companies will issue the certificates upon request, mail them to the employer, and will notify him if the insurance on the employee's car has lapsed or otherwise been changed. This entails additional bookkeeping, but it is a method of protection.

Probably the greatest weakness of this procedure is the possibility of human error, and the fact that it is easy to become lax in the enforcement of such a program. Other business details are often too pressing. And, you can't force your employees to raise the limits of their coverage.

The other alternative is to include non-ownership contigent liability protection as part of an overall liability insurance

program. The coverage applies to the employer and protects him against liabilities incurred, by or through, his employees while they are operating vehicles not owned by the employer, but which they may be using "in his behalf."

It is excess insurance, which simply means that it is applied after all other, or any other, collectable insurance is exhausted. It does not protect the employee nor does it relieve him of the need of carrying his own insurance.

Because it is excess insurance, the cost is nominal. For instance, for ten employees one insurance company has a basic rate of a $9 minimum premium for $5,000/10,000 public liability coverage and $5,000 property damage coverage. For 11 to 25 employees the rate is $10. This classification and rate schedule would apply to most businesses whose employees would rarely use their own car in behalf of the employer. Rates vary from state to state and from company to company so ask your agent for current quotations.

If an employer pays an employee to use his vehicle in the business as a regular part of his job, that employee then falls under another "class" (in insurance terminology) and the rate is higher, accordingly. Obviously, insurance company exposures on this class of employee is greater.

The coverage is the usual public liability and property damage protection. It includes the cost of investigation, court costs, defense, and finally, payment up to the limits of the policy if liability is established or a judgement rendered. It comes into play if an employee has an accident while using a personal car (owned or borrowed) and is acting in behalf of his employer. Probably the simplest way to carry this coverage is to have it as part of premises--operation liability policies. It must be requested, as a premium charge indicated on the policy, and labeled as "included" to be in force. It is available, however, as a separate policy if desired.

Because the statement "acting in behalf of the employer" could put you in court and in financial jeopardy, you can act in your own behalf to mitigate the potential liability by having non-ownership contingent liability protection made part of your insurance program.

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ADVICE FOR TAX RETURNS

by Jeff Rosenthal

IRS Rulings hot off the press

Hobby loss/business loss

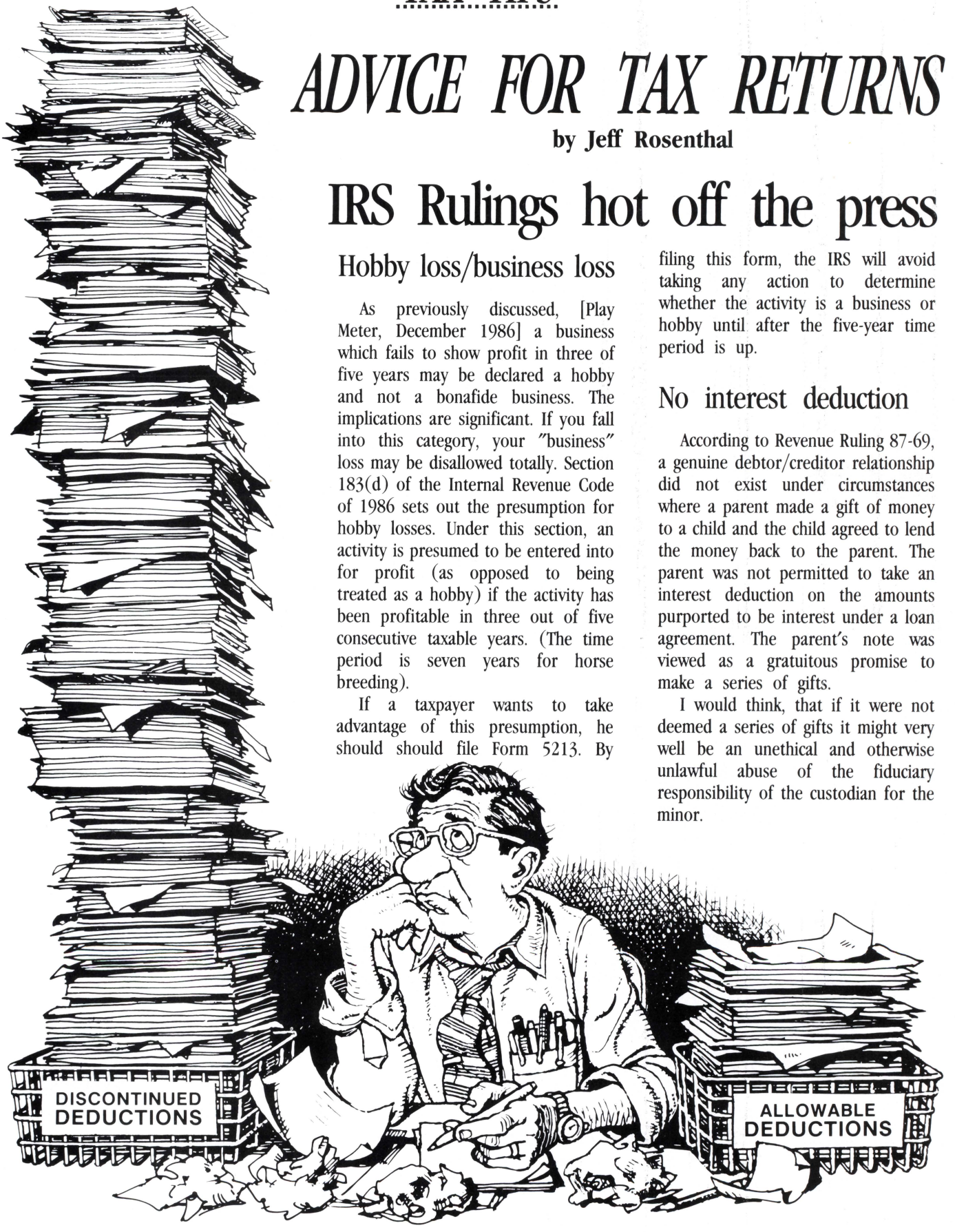
As previously discussed, [Play Meter, December 1986] a business which fails to show profit in three of five years may be declared a hobby and not a bonafide business. The implications are significant. If you fall into this category, your "business" loss may be disallowed totally. Section 183(d) of the Internal Revenue Code of 1986 sets out the presumption for hobby losses. Under this section, an activity is presumed to be entered into for profit (as opposed to being treated as a hobby) if the activity has been profitable in three out of five consecutive taxable years. (The time period is seven years for horse breeding).

If a taxpayer wants to take advantage of this presumption, he should should file Form 5213. By filing this form, the IRS will avoid taking any action to determine whether the activity is a business or hobby until after the five-year time period is up.

No interest deduction

According to Revenue Ruling 87-69, a genuine debtor/creditor relationship did not exist under circumstances where a parent made a gift of money to a child and the child agreed to lend the money back to the parent. The parent was not permitted to take an interest deduction on the amounts purported to be interest under a loan agreement. The parent's note was viewed as a gratuitous promise to make a series of gifts.

I would think, that if it were not deemed a series of gifts it might very well be an unethical and otherwise unlawful abuse of the fiduciary responsibility of the custodian for the minor.



Employee held personally liable-payroll taxes

In the Sixth Circuit Court of Appeals case of Gephrt, an employee was held personally liable for his company's failure to collect and make the necessary federal payroll tax deposits. The employee was held personally liable despite the fact that he was not an officer or shareholder. In this case, the employer has threatened the employee with the loss of his job should he forward the federal payroll tax deposits to a depository (bank). Despite this situation, the employee was held liable based on the fact that he had significant control over the firm's finances.

Taxpayer tries to suppress statements

In the case before the U.S. Court of Appeals, 5th Circuit, the court would not suppress statements made by a taxpayer in an examination interview conducted by an IRS revenue agent.

The facts of the case show that an informant provided the IRS Criminal Investigation Division (CID) with a tip that the taxpayer had not reported $180,000 in income received by his company on certain lease payments. The informant suggested that the payments went to his personal use. CID referred the "prime lead" case to the IRS Civil Examination Division for review. The IRS revenue agent conducted a personal interview of the taxpayer with his tax representative present. Later the case was referred to the IRS Criminal Investigation Division.

The court rejected the taxpayer's argument that the IRS was treating the case as a criminal investigation from the very beginning. Thus, the court would not suppress the statements made by the taxpayer at the interview conducted by the IRS civil examination, even though the statements might have been used later by the IRS in a criminal investigation (U.S. v Caldwell). [Also refer to Play Meter April 1, 1985.]

IRS levy on Keogh was taxable, but the 10 percent penalty did not apply

In 1981 the IRS levied funds in Larotonda's Keogh plan to satisfy a $22,000 tax liability. The IRS claimed that the bank's payment of the funds to the IRS pursuant to the levy was a taxable distribution. They went on

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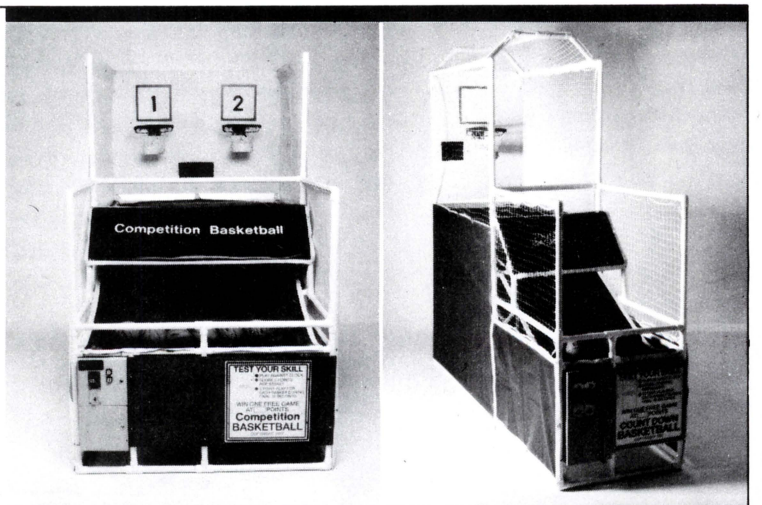

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to claim that the distribution was subject to (1) a 10 percent premature distribution penalty and (2) the negligence penalty.

While the Tax Court agreed that the distribution was taxable, since Larotonda had "constructively" received the seized money. However, the premature distribution penalty did not apply because the withdrawal was not voluntary. The negligence penalty also did not apply since it was reasonable for Larotonda to assume that the levied funds were NOT taxable. (Larotonda, 89 TC No.25)

NOTE: The court was applying the law as in effect in 1981 (old section 72 (m)(4) and (m)(5), relating to the taxability of an assignment of an interest in a qualified plan, and the prior law premature-distribution penalty applicable to owner/employees, respectively). It appears likely that the same reasoning would apply under The Tax Reform Act of 1986.

Kits/upgrades: To depreciate, or not to depreciate--that is the question!

Accountants are often called upon for opinions. More often than not the questions are neither black nor white according to the law. Instead, these queries lie in so-called gray areas.

As an operator and practicing accountant, one question that continues to plague me is, "What is the accepted way to deduct kits and other enhancements for tax purposes (legal, of course)?"

Under Tax Reform, the Internal Revenue Code is now more specific, but is it any better?

The purchaser of a computer software program treats it one of three ways, depending on how it was billed by the seller:

1. If the charge for the computer software was included in the price of the hardware (such as a new piece) without a separate identification of the charge for software, then the buyer must treat the entire amount the same as the cost of the hardware (depreciate over a five-year period.)

2. If the charge for the software is stated separately, it may be consistently amortized,not depreciated, over five years (or any shorter useful life the taxpayer can establish).

3. Rental payments for leased software can be deducted just like any other rentals.

...OR ANY SHORTER USEFUL LIFE THE TAXPAYER CAN ESTABLISH!

Clearly this is yet another "Catch-22" example of damned if you do, foolish if you don't. For years operators have felt that five-year depreciation rules are unfair to our specific impulsive trade. Well, now we have a serious alternative.

But, this certainly is not an alternative for the timid. The old "Facts and Circumstances" rules will apply. This simply means that you must maintain good records. If you are not computerized with a bookkeeping program specific to vending DON'T EVEN THINK OF TAKING A DEDUCTION for software of less than five years. You must be able to establish *reasonably* a period of significant income productivity.

Personally, I feel that very few software upgrades, kits, would produce significant income past one year. If you agree and also have the documentation to prove it, expense (amortize completely) the entire piece in the current year.

Unearned income of a minor child

You will have to think twice about shifting income to minor children to avoid paying higher taxes. The recently enacted Tax Reform Act of 1986 (TRA '86) now requires that all of the unearned income of a child under the age of 14 in excess of $500 is taxed to the child at the parents' top marginal rate.

A minor child can use $500 of his $1,000 standard deduction to offset unearned income; therefore, the first $500 of a child's unearned income will be tax free (assuming he has no earned income which consumes the standard deduction), the next $500 will be taxed at the child's rates as a single taxpayer,and income above $1,000 will be taxed at the parents highest marginal rate. A minor child is a child under 14 years old as of the close of the taxable year. This rule applies for all taxable years beginning after December 31, 1986.

Dependents need social security numbers

One of the new reporting requirements of the TRA'86 requires the taxpayer to have a taxpayer identification number (referred to as TIN) FOR ALL DEPENDENTS WHO ARE AT LEAST FIVE YEARS OLD. You must have a TIN, if you are going to claim this child as a dependent for 1987. Applications for TIN/SSN may be obtained at your local Social Security Office.

IRS audit targets

The most likely income tax reporting areas to trigger an IRS audit are the following:

(1) Tax shelters (2) Travel and entertainment (3) Automobile expenses (4) Personal use of corporation assets (5) Information return mismatches (6) Hobby losses

If deductions for any of the above six areas were claimed on your income tax returns, you are a likely prospect for an IRS audit.

Alimony limitations eased by the Tax Reform Act

Generally, payments made under divorce or separation agreements that meet specific statutory requirements are deductible by the payor and taxable to the recipient. Certain limitations on the type of payments

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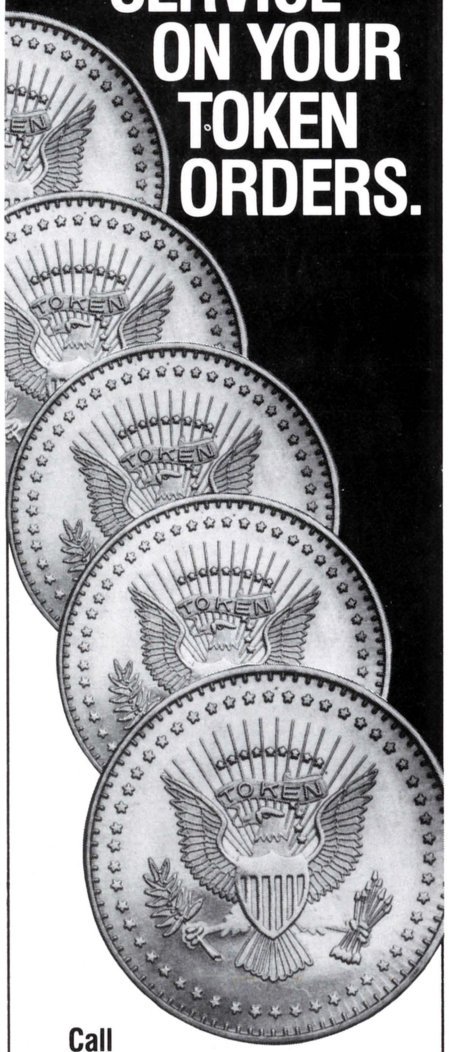

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that may qualify as alimony or separate maintenance payments executed after 1986 were removed by the TRA'86.

Under prior law, a payment would qualify as an alimony or separate maintenance payment only if,in addition to other requirements, the payment satisfied a "minimum term" rule and was not subject to a recapture rule.

TRA'86 repealed the minimum term rule, effective for divorce or separation agreements executed after December 31, 1986. Alimony or separate maintenance payments need be made only during three post-separation years. As under prior law, post-separation years are consecutive calendar years beginning with the first calendar year in which the payor makes an alimony or maintenance payment.

Life insurance breaks under TRA continue

Life insurance policies still receive basic tax-favored treatment under TRA'86. Policy proceeds from life insurance still go to the beneficiary without income tax, and cash value build-up on a policy continues to be free of current tax. The build-up is taxed only when you cash in the policy, and then only to the extent the cash value exceeds the premium paid. You do have other options as well, and a licensed insurance agent and your tax professional should be able to work together to establish what's best for you.

Social Security adjustments announced

As a result of automatic adjustment provisions to the tax law that are tied to an increase in average wages, your Social Security benefits will be changed as of January 1, 1987 in the following ways:

(1) The maximum annual earnings subject to Social Security tax will increase from $42,000 to $43,800 for 1987 and to $45,000 for 1988.

(2) The maximum earnings that a beneficiary under 65 may have without losing any Social Security benefits will increase from $5,760 to $6,000 (1987); for beneficiaries 65 and over, the increase will be from $7,800 to $8,160.

(3) The earnings required to be credited with a quarter of coverage will increase to $460, up from $440 this year (1987).

(4) As a result of the increase in the 1987 wage base, the maximum yearly Social Security Tax paid by employees and employers, each will rise by $128.70 to $3,131.70 for 1987 and to $3,379.50 for 1988. For self-employed persons, it will rise by $221.40 to $5,387.40 for 1987 and $5,859.00 for 1988. About 8.5 million workers and self-employed persons who earn more than $42,000 are affected by the higher earnings base.

This column presents an overview intended to familiarize the reader with highly controversial subjects. Be well advised to discuss these and similar technical matters with a qualified tax professional.

Jeff Rosenthal can be reached by writing M & J Tax Service, Ltd., 1967 Bath Ave., Brooklyn, NY 11214, or calling (718) 232-0342.

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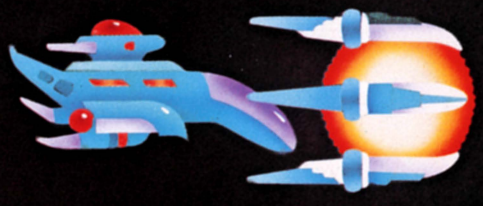

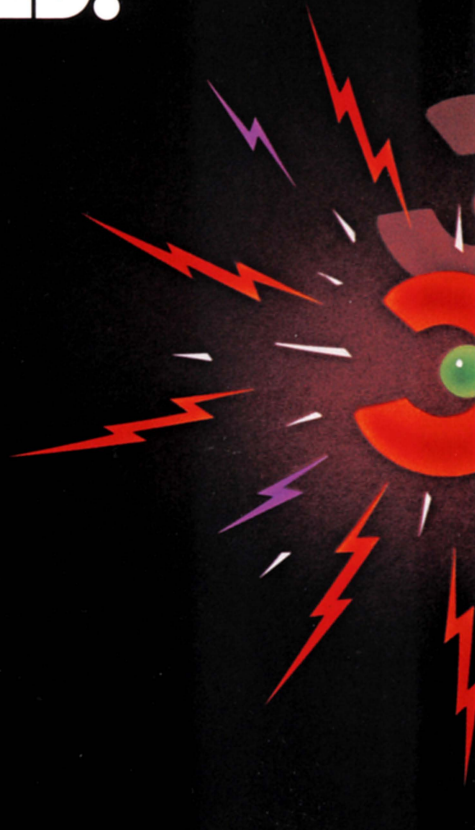

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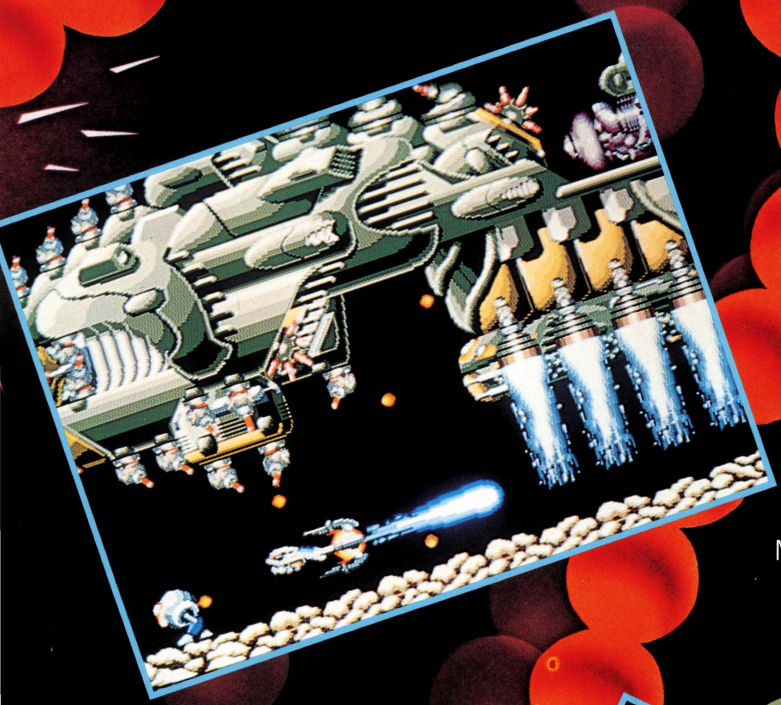

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TAX TIPS

by Irving L. Blackman

NEW 401(k) PITFALL FOR HIGHER-PAID EMPLOYEES

When Congress first created the 401(k) plan, it was a dream come true for business owners and highly-paid executives. It beat the pants off of an IRA. You could stash up to $30,000 annually in a 401(k) plan.

But then the lawmakers had second thoughts. Thirty grand is too much of a good thing, they decided, and slashed the limit to $7,000. That was better than the $2,000 cap on IRAs, but it's no longer a juicy tax dodge for the highly paid. Now, by the time an employee's salary hits $47,000, the $7,000 lid slams shut, prohibiting further deferrals under the typical plan that allows contributions of up to 15 percent of salary.

The tighter lid on contributions, plus tougher anti-discrimination rules, make it more important than ever for taxpayers to make sure they don't exceed the $7,000 limit on individual 401(k) plan contributions.

If the excess amount is not withdrawn immediately, a host of ugly tax consequences will fall on the hapless taxpayer. If you wait too long, you'll be stung for a 10 percent penalty if you take out this excess before age 59 1/2. In addition, you will still be taxed currently on the excess. Finally, the excess contribution may reduce the amount of allowable highly-paid employee contributions. Why? Because a complex set of rules causes it to increase artificially the deferral percentage used in computing the anti-discrimination test for such employees.

Can this storm of trouble be avoided? Yes! Just make sure that contributions over $7,000 (plus any income on the excess) for any year are withdrawn by April 15 of the following year. Contributions made for highly compensated employees that exceed the anti-discrimination provisions must be withdrawn even sooner--within two and a half months of year-end--to avoid a 10 percent excise tax. These simple precautions will help assure that you enjoy the full tax benefits offered by 401(k) plans.

HOW TO INCORPORATE TAX FREE

One of the most attractive reasons for incorporating a business is the low tax rates that corporations enjoy. This happy state of affairs is a major cornerstone in financial planning--keeping more of your hard-earned money for yourself by giving less of it to the tax collector. But careful, incorporating a business should never be taken lightly. Yet happily, transferring a sole-proprietorship or partnership to a new corporation is a tax-free transaction.

A common situation involves two (or more) individuals who want to do business as a corporation. If you want to keep the incorporation tax-free, only "money or property" can be swapped for the stock of the new corporation (Section 351). Often, one of the individuals has the equipment or material and the other has funds or perhaps the "know-how" needed to manage the business. There are two potential problems:

1. The money or property needed to swap for the stock doesn't include services or expertise. So, if the individual with the know-how attempts to earn his way into stock ownership of the corporation through "sweat equity," the tax results are disastrous. He is deemed to have earned taxable income equal to the fair market value of the services rendered. Worse yet, since no money has changed hands, our industrious friend has no funds to pay the tax man. 2. More often than not, the two new shareholders want 50/50 ownership of the corporation. Here are the typical facts: The tax basis of the equipment being transferred into the corporation by one of the shareholders is an amount that is substantially different from the cash funds transferred by the other shareholder. If the basis of the equipment is less than the amount of funds, no problem. The other shareholder simply reduces his cash funds amount to the equipment-basis amount and loans the balance of cash to the corporation. But, what happens if the tax basis of the equipment is more than the total amount of funds that the other shareholder can come up with? The usual solution is for the equipment owner to transfer not only assets, but also liabilities and debts relating to the business, particularly if the equipment has a loan attached to it. Remember, it is the NET asset amount (tax basis of assets less liabilities) transferred to the corporation that counts.

One final note: If you transfer more liabilities than assets, the excess is taxable. Only business liabilities, not personal debts, should be transferred.

Corporations are great vehicles to use in building wealth by minimizing risk and increasing after-tax income. If you're not incorporated, review your situation with a competent professional immediately.

PUMP UP YOUR TRAVEL DEDUCTIONS

Traveling can be fun. Somehow, it seems to be more fun when it's deductible. Tax reform scored a direct hit on some tax travel plans, but many travel-related deductions survived. Here's a rundown:

Travel for business. Business trips are still fully deductible, except that expenses for meals and entertainment incurred while you're traveling are only 80 percent deductible. If you mix business with pleasure, you must show that the trip was made *primarily* for business reasons. This is an all-or-nothing issue: There's no travel deduction if business isn't the primary purpose of the trip.

Want to bring your spouse along? Okay, but you may only deduct the cost of traveling alone unless your spouse's presence has a real business purpose. Answering the phone, typing, etc. won't do. Examples of what works: If the business is jointly owned by you and your spouse, or if the trip is to a country

where your spouse speaks the language and you don't. *Luxury water travel.* Special rules apply to business travel by ship. You can deduct twice the highest daily allowance for U.S. travel by federal government employees. Since this per diem is currently $126, you can deduct up to $252 per day of your cruise expenses. NOTE: The 80 percent rule for meals and entertainment doesn't apply if these expenses are not itemized on your tab for the cruise. *Travel for education.* The old rule still holds-if the cost of a business education seminar is deductible, so is the cost of getting there and back. Unfortunately, one of the tax goodies knocked out by the new law is any deduction for attending investment seminars. Only costs of seminars relating to your trade or business are deductible.

Teachers must also bid *bon voyage* to the deduction for travel to enhance their knowledge of foreign culture or language. Sorry, the new law says *no mas. Travel for charity.* Happily, you may still claim a charitable deduction for the cost of traveling on behalf of a charitable organization. But the deduction is barred if the trip involves a significant element of personal pleasure, recreation or vacation. TAX BREAK: If a trip qualifies, all related costs are deductible, including 100 percent of your meals. *Travel for medical reasons.* You can deduct the cost of travel for medical reasons, but only to the extent your medical expense deductions exceed 7.5 percent of your adjusted gross income. When a patient is too young or too ill to travel alone, the cost of a traveling companion is deductible. Sorry, meals during your medical stay are not deductible. Lodging expenses are limited to $50 per night, but you must show that the stay overnight is essential to receiving your medical treatment.

BEWARE: THE AUTO-LOAN TRAP FOR EMPLOYEES

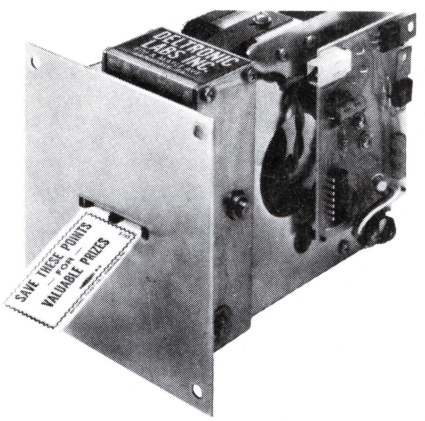
You have a job that requires you to furnish your own car. So you pick out a serviceable model and borrow the money to pay for it. No question about it...this is a loan with a business purpose, so the interest is deductible...right?

Wrong. In the crazy new world of tax reform, this is considered consumer interest, which is not deductible. There's a widespread misconception that the interest expense attributable to the business use of a car is considered an *employee's unreimbursed business expense*, and can be taken as a *miscellaneous deduction.* No such luck.

Congress deliberately took away every possible tax break for employees who must dig into their own pockets to finance cars used on behalf of their employers. Yet they didn't tamper with the employers' right to deduct interest on business auto loans. Now hear this: Business owners can deduct interest on business auto loans, but their employees can't. Dumb law! Thousand of taxpayers--including me--are boiling mad.

Is there anything you can do about it?

THE TICKET DISPENSER —WITH EXPERIENCE



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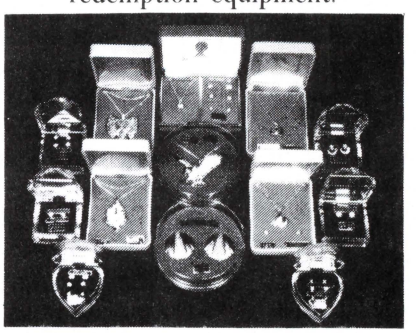

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Here are three suggestions. First, write to your Congressman--today. A flood of mail has changed bad tax law before. Second, talk to your employer about using a company financed car. Third, finance your car with a home equity loan, since the interest--within certain limits--is deductible.

Since mortgage interest is one of the few survivors of tax reform, home equity loans are being heralded by banks and other lenders as do-all loans, for everything from autos to vacations. But a word of caution: Home equity loans often involve a mismatch between the collateral and the purpose of the loan. Remember, with a conventional auto loan, if you can't make the payments, the lender may only reposess the car. But if you default on a home equity loan, the lender will go after your house, instead of the car.

Before using your home as collateral, ask yourself some questions. Is the interest deduction worth putting your home at risk? For how long will you owe more than the car is worth? If you just can't make the payments, what other assets could you sell to make up the difference? Only if you are sure you won't get burned by financing a car with a home equity loan, then-and only then-does it make sense to choose the tax-favored loan.

No doubt about it, the lawmakers really goofed on this one. First, they deny a deduction for a legitimate business expense simply because the taxpayer footing the bill is an ordinary working stiff. Then, they create a "poison apple" that lures these same people into taking inordinate risks with a most precious possession--their home. Don't forget. Write your Congressman.

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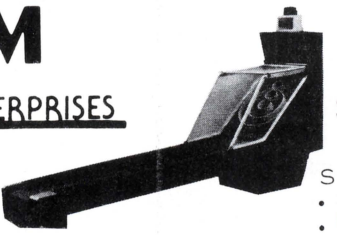

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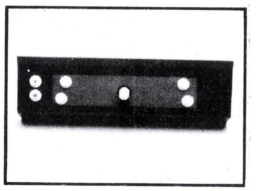

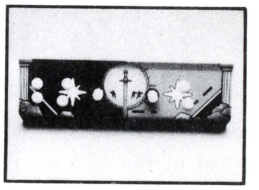

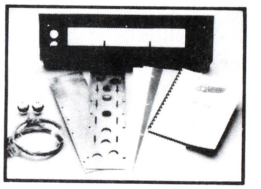

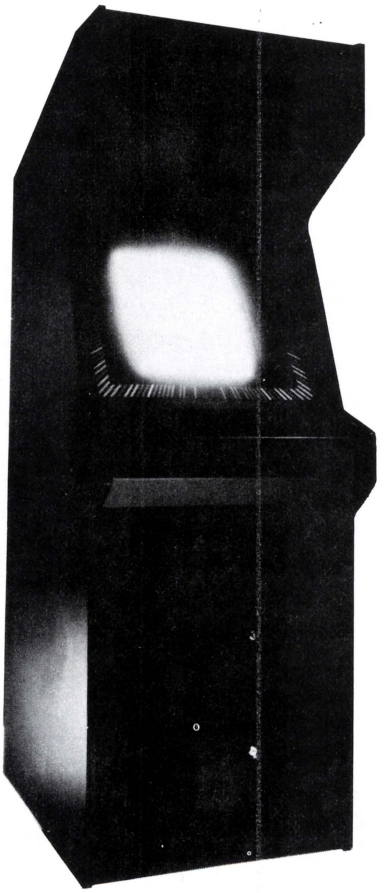

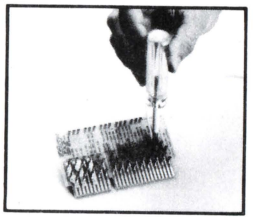

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TEN YEARS AGO

In 1978, the country was rocking to the sound of the Bee Gees' Stayin' Alive which was the title song in the movie Saturday Night Fever starring John Travolta. And how could we forget the publicity that Randy Newman received from his top ten song, Short People.

The industry was looking forward to a really good year and they would not be disappointed. Ralph Lally, Play Meter publisher, said in his editorial that "from all indications 1978 is going to be a very good year. Income-wise, '78 should see higher cash box receipts due to overwhelming public awareness of games."

In the early part of the year, pinball was continuing its popularity and Play Meter, once again, devoted numerous pages to the game. In fact, Lally noted, "We will examine the game that has taken America, as well as the rest of the world, by storm and see how it has become a staple of the industry." In an article titled The Skill Factor in Pinball, Roger Sharpe took an in depth look at the skill versus chance controversy raging between pinball proponents and opponents. In a court case Roger was asked to testify as to the skill factor. Roger summed up by stating, "One would think that the product would speak for itself."

Steve Kirk, pinball enthusiast extraordinnaire, was the coinman of the month in February 1978. Steve explained that pinball was a misunderstood game. "For a long period of time, it was misunderstood; and part of that confusion stemmed from the fact that the things that changed pinball that made it into a game of skill did not occur overnight." Steve had just completed his book All About Pinball which he described as "a sort of players book, although it was written for everybody."

The jukebox copyright fee continued to dominate headlines. Play Meter featured an article in its February 1978 book called Jukebox Sex Habits? The article said, "Some of what they (the performing rights societies) asked for included: a list of each operators' locations, the names and addresses of record distributors, the titles of the selections in each jukebox, and the additions and deletions during the course of the year, the charge per play, the sound system, the record capacity, etc. It's a wonder they didn't ask for a description of the sex habits of the jukebox. It's just another example of one group of people asking the federal government to give them information on another group of people, even though that information is unnecessary, irrelevant, and possibly ruinous."

Another article described the jukebox compulsory license fee workable, but not much more. AMOA president Don Van Brackel told Play Meter, "Sure, the copyright law is workable. Obviously, this doesn't mean that any of us like it, but it's better than what could have happened to us." Little did anyone realize 10 years ago, how really bad it was going to get. The fee was $8 then; it's $63 now and will probably be even higher in the next two years when the current agreement between the AMOA and the performing rights societies expires.

In his monthly Critic's Corner column, Roger Sharpe said about Gottlieb's new *Cleopatra*, "I have been waiting a while, bursting at the seams to tell one and all about this new and monumental machine from Gottlieb. It is a remarkable game." He also reviewed Stern's *Stingray*, which he called "another game I'm really high on;" Bally's *Power Play*, "a brilliantly hued four-player;" Gottlieb's *Gridiron*, "updated, modified, and with plenty of action;" and Sonic's *Butterfly*, "this Spanish manufacturer returns to the action after its success with *Mars Trek* and *Prospector*.

New Products previewed 10 years ago included: *Hot Tip* from Williams; *Battle Station* from Allied Leisure; Stern's *Stingray*; *3-D Bowling* from Meadows Games; Americoin's *Dozer*; Bally's *Power Play*; *Space Wars* from Cinematronics; Zaccaria's *Aerobatics*; and *Heli-Shooter* from Sega.

THE HITS KEEP COMING FOR 1988

by Roger C. Sharpe

It is refreshing to see that the industry is still going along at a decent pace despite views that the market is soft. Earnings might be up, but product isn't moving like many manufacturers and distributors would like. But the new games are anything but ordinary and, maybe, it's time for operators who have been content to keep antiquated equipment on location rather than selectively updating, to re-think their strategy. Whether it's kits, dedicated pieces, systems, or arcade games, there is more than enough for a positive impact for the weeks and months ahead.

This time I'll offer a number of mini-reviews on the select group of equipment that has received attention since AMOA.

Data East's *LASER WAR*

Since its introduction at ACME '87, *Laser War* has generated excitement. At AMOA you couldn't get near the line-up of machines at the Data East booth and the success is well-deserved for this excellent first entry. It incorporates great game play, excellent sound effects and graphics, and a board layout that is fair to the average player and challenging to the most skillful.

Data East has proven that the market can sustain and support another pinball manufacturer if a quality product is produced. The flippers have a good stroke and power to reach any point on the playfield. The color-coded targets make understanding the basics of the game simple enough so that a player has an instant ability to know what to shoot for.

There are nice long shots off both flippers to the top of the playfield as well as to a ramp and two lock up areas. The angles are solid so that there can be some sequencing of shots in overall play. *Laser War* has all the bells and whistles and great game play to keep the machine alive on location. We'll go with a strong ### 1/2 for the effort and look forward to the next piece that should be forthcoming this spring from this new, upcoming pinball power.

Sega's *AFTER BURNER*

Sega has almost singlehandedly resurrected the entire arcade game category with some spectacular sit-downs that have taken players down winding roads, over motorcycle race courses and, now, through the skies with the type of action that hasn't been since the ill-fated days of the laser disc machines.

Available in a dazzling cockpit or a stand-up model, *After Burner* offers fast-paced aerial action. There are extra touches that add to the experience; a moveable sit-down that slides front and back or side to side depending upon the action on screen, and control stick that features some special simulated effects to totally involve the player.

All the ingredients are there for this pricey piece of equipment, which should bring in a ton of money when it first hits a location, but then, unfortunately, will stabilize out at a lower earnings level. The question is whether the appeal will be strong enough to draw players back time after time. If not, we have a novelty piece without strong legs, which may be closer to the mark when it comes to this extravagant Sega effort.

There are almost two dozen different levels of play with a variety of attack squadrons and obstacles to avoid and destroy. However, the action is repetitive from one play to the next and it's difficult, at best, for the transient player to get comfortable with the machine since everything happens so quickly. *After Burner*, nevertheless, does have the potential to round out the offerings at a given location, especially if there's room and the operator has the finances to get the sit-down. A decent ## 3/4 is offered in recognition of the final creative output, but also taking into account the price, and its potential to adequately return the investment and stay solid for months, not weeks.

Romstar's *TIME SOLDIERS*

At AMOA, *Time Soldiers* looked like another *Ikari Warrior*--type of game with the same viewing angle and some cosmetic touches with the same basic premise. However, my initial views have changed by repeated play and watching others play the game, and asking them what they think about *Time Soldiers*. The result is that Romstar has a hit on its hands.

It's a solid effort with great game play, a strong story line, and enough action to test the skills, strategy, and concentration of even the best players. Using what I like to call the little turning knob controls and fire buttons, players have a full arsenal as they scroll up and down and side to side in a variety of scenarios and settings as they attempt to make it through various stages of play and combat. The effects and graphics are good and *Time Soldiers* should prove to be a steady performer well into the spring months for those looking for a winner that gets a ### 3/4.

Taito's *OPERATION WOLF*

Here is a gun game that presents all the ingredients to make it a winner. Taito has advanced this category of games, which has had a dearth of competition, beyond Exidy and some attempts from Sega, Zaccaria, and other during the past few years.

The gun is a solid piece that feels great in the hand and is responsive. Lining up the sights is simple and the addition of an extra "bomb" button keeps players on their toes as they attempt to make it through a number of screens. It's non-stop firing in an attempt to destroy the enemy, rescue prisoners, and gain more bullets and other rewards by hitting various objects on the

screen. The game itself has been designed and programmed with subtleties above and beyond just pulling the trigger and trying to hit everything in sight.

Add to this some great graphics and sound effects, especially the sound of the machine gun, and it's easy to see why Taito deserves all the accolades it has already received and more. I will second the opinions with a #### and let operators and players take aim with this challenging machine.

Bally/Midway's *DUNGEONS & DRAGONS*

With a string of less-than-successful machines over the past months, this long time force in pinball has been plagued by a host of mechanical problems with many of its playfield components-especially flippers-and some ill-conceived playfield layouts that have been just too confusing.

At least one major hurdle has been overcome in the latest release: *Dungeons & Dragons*. Finally, Bally has a pinball machine with a great set of flippers that not only have strength, but also a solid feel. The housing and the mechanics of this new "ball blaster" flipper needs to sustain the wear and tear of repeated play over a period of months and not just weeks.

As for the game itself, the layout is rather confining on balance with a center entry that sometimes makes it up a top left incline and then back down and over to the main portion of the board. There are three banks of targets (all stand-ups) which are color-coded (yellow, blue, and red) as well as an extra flipper at the mid-right of the board. There isn't a full variety of shots to make and even less continuity to the play. Another problem, or inconvenience, is the bottom 'reflex' lane set up with the extra set of flipper buttons to activate this mechanism at the appropriate time in order to save the ball.

Ward P. is enchanted by this design twist, first premiered on BMX some time back, but for a layout where much of the action is at close range (similar to *HardBody*) the average player doesn't have enough time to react let alone to get comfortable with the pacing required to master the game. Another problem is the placement of a top center thumper bumper that, when hit directly, sends the ball back down and out. It's always been a cardinal sin to place a bumper in direct line to a flipper, especially when it tends to block free access to the rest of this top area. But *Dungeons & Dragons* has broken a number of rules in serving up a game that is best appreciated for its flippers.

The sound effects are a waste in terms of what might have been done, given the theme, and something is lacking in backglass graphics that tend to be flat. The game might have done so much more, but the effort is there for a gun and run machine that the average player is going to like despite the shortcomings.

Admittedly, today's audience of pinball players is primarily unsophisticated to many of the points I've just mentioned. For many locations it's going to get a following because the playfield looks to be so easy to beat. And there's also the inclusion of multi-ball play and a bit of elevation on the extreme right and left so that Bally might just find an audience if they can beat back resistance from operators who were burned in the past.

I'm encouraged that Bally's begun to make changes and started with the flippers. Now all that's needed is some solid execution on the playfield, good cosmetics, and who knows what the future might bring. For now, we'll go with a ##.

Atari's *XYBOTS*

Atari has come full circle to again claim a substantial part of the video game throne. Much credit goes to the strength of the creative team that has managed to produce one hit after another, led at AMOA by an excellent two-player *Xybots*.

Every detail of the game has been artfully incorporated to add to the overall impact with a new cabinet design, joysticks with a very functional knob to turn for changing on-screen perspective, fire button, and a special stun button. *Xybots* shines in graphics with superb articulation of the figures and scenery as well as an overhead view of the maze layout the player encounters. And the map actually works as an integral part of the game rather than an inadequate accessory that doesn't aid play.

The obstacles are many along the way with two-player cooperative play helping the odds of success as players attempt to destroy a never-ending cast of enemies and pick up coins along the way for purchasing extra supplies and weapons'

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capabilities. There is also a buy-in feature, now the norm for so many videos of late. A total effort here makes *Xybots* a solid entry into the sweepstakes for the months ahead. We'll go with a #### for this exceptional effort and congratulations to the team responsible for bringing it to life.

Williams' *BIG GUNS*

There is an interesting buying phenomenon that translates to multiple video game purchases and only single pinball purchases. At AMOA it was evident by conversations that went something like this: "which video games are you going to buy and which pinball machine are you going to get?"

Ever since *Space Shuttle*, things have been anything but openly competitive in the eyes of operators who have tended to either buy a Williams pin or very little of nothing else. This despite the fact that the other majors have continually attempted to come out with quality product that can have an impact on location.

At AMOA Williams unveiled its latest sensation from Mark Ritchie and Python Angelo that features some great artwork and detailing on an oversized backglass and a bright playfield. It is in the play where *Big Guns* strikes some interesting checks and balances led by two ball kickers that catapult a ball across and over the playfield faster than you can blink your eyes. The ingenuity here is that it eliminates the need for ramps, wire forms, etc. from having to be placed over the board, thus blocking the player's vision.

Instead, what we find on *Big Guns* is a network of lanes and wire forms on the sides of the board capable of directing the ball to given areas. The result is a layout that is symmetrical and very center-oriented with slight deviations at the top and middle of the playfield, and a feel of play that parallels *Fire* in terms of angles and shot selections.

Another attraction of *Big Guns* is the further use of the backglass area as an integral part of the game during play with five little lanes and a ball that is propelled up and around. The player hopes to light all the lanes for a potential extra ball.

Big Guns has a number of shots and target areas for scoring build-ups, but much of the player's attention is directed through playfield lights and even the construction of the board to go after multi-ball play and little, if anything, else. This is a loss for the game since so much depends upon tapping into the rest of the features in order to gain multiplier build-ups and other increased point totals.

There's no question that *Big Guns* has lots of action, exciting cosmetic effects, and some interesting ball movement, but the repetitiveness of the play due to the layout is something that might well grow thin over time. On some machines that have been out through the test phase, , I have begun to notice some weakening of the flipper strength. Williams has once again put together a polished package with that 'Williams' flair and bold approach to playfield design and graphics. This contender is a decent prospect as another piece in the pinball line-up at many locations, and a ## 3/4 at least indicates some moderate reservations for a basically well executed machine that does have its moments.

Leland Corporation's *QUARTERBACK*

One of the foremost contenders for gridiron coin-op fame is *Quarterback*. At first, I had problems thinking that anything could come close to a *Ten Yard Fight* or even the Tehkan *Football* update of Atari's track ball success, but Leland has a balls-out winner with this solid entry, offering some great head-to-head play with a range of on-screen play selections for both offense and defense. Add controllers that allow players to fully maneuver their players around the field.

I was initially troubled by the visible play selections since I felt that opposing players could pick up on what was being chosen and then react accordingly. But the programmers responsible for this gem added a few wrinkles such as 'reverse' plays that tend to make this overtly enticing and not as readable as I once suspected. In addition, the responsiveness of the controllers for offense and defense is strong as is the need for players to switch sides for offense or defense.

Add to this the use of a Cinematronics/Leland trademark of stat storage and the incentive is there for players to keep coming back to *Quarterback* for more and more contests whether one player against the computer or head-to-head battles. This should be a machine that does well long after football season and we'll tally in a #### for this effort. It may well prove to be a winner in the same mold as Leland's line-up of baseball videos.

Premier Technology's *VICTORY*

In the pinball sweepstakes, Premier has encountered a less than receptive audience for its efforts during the past year, although it has done better than Bally. The problem has been in coming up with a distinctive personality for its machines that can transcend one model to another. Instead what one has found is a hodgepodge of designs with no solidifying character, although this might be changing given recent events.

On display at AMOA for the first time, *Victory* was a change from *Arena* and *Monte Carlo*. Here, finally, is a machine where the Gottlieb name shines thanks to some solid graphics, a theme that is carried through with full sound effects and a playfield that follows along accordingly to wrap up a neat, complete package. Even though I had my own feelings about the game for multiple players and how the scoring responds to this, I have since found it is not an issue.

All the ingredients are there for a solid game that forces players to play the full board in a definite sequence within defined time parameters in order to gain full bonus point values. The need is to make specific shots to complete a "race" with some twists and turns in the road to the degree that *Victory* utilizes space to its fullest as well as a top playfield area for something more than just a stop-over for getting back down to the main playfield. There are drop targets, an array of stan-

d-ups, and other kick-out areas that provide great continuity and fluidity to the general play of the game.

A ramp shot leads to the top field where the feel is that of the old *Black Knight* from Williams, but the roll-downs and overs are different to send the ball up and around via some well placed metal forms that don't obstruct the player's view of the board.

Premier is trying to establish a sense of security and dependability that they'll stand behind with a parts warranty for one year on all basic and machine parts. In addition, *Victory* introduces a new Vitigraph playfield surface that's a polyester base plastic that can be easily cleaned with a damp cloth and helps to cut down on the usual pitting and scarring that most playfields suffer over repeated play and time.

I like *Victory* and think it's one of the best Gottlieb pins in some time, although I would like to see the seven bank of stand-up targets used in a more integrated and important way in terms of the game other than just awarding bonus multiplier. There is one other consideration which does profoundly influence the playability of the game and that is the ball entry up through a spinner at the left and hopefully around to a launch area.

Unfortunately, at the show as well as at a few locations where I've seen the game in operation, there is a glitch in the plunger mechanism or in the playfield itself that is stopping the ball from making this journey, instead allowing the ball to quietly roll down and, usually, out right between the flippers without even a whimper. This is a flaw and one that can substantially cut down on the ultimate success that *Victory* deserves. Hopefully it can be adequately adjusted.

Premier does have a game that deserves its due for what it presents and its execution. It's fun to play, challenging, and should prove to be a steady earner as long as it holds up on location. And for this we'll go with an encouraging ### 1/2 and hope that Premier continues to build upon the Gottlieb tradition with some solid entries that can lead it back into the mainstream of flipper excellence.

This is a sampling of some of the games currently making news in distributor showrooms. Check them out and see what is going to work for your given location as well as your particular player base.

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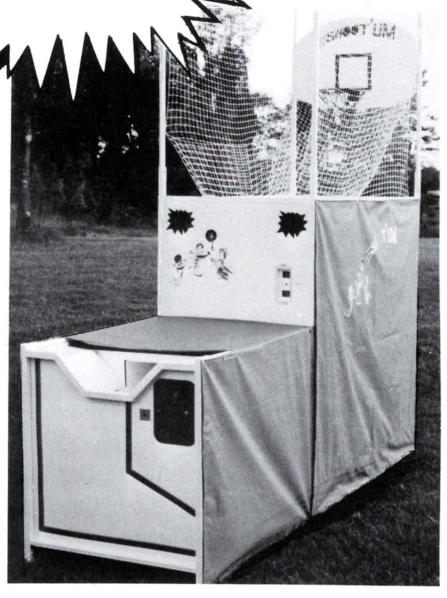

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PLAYERS PICKS

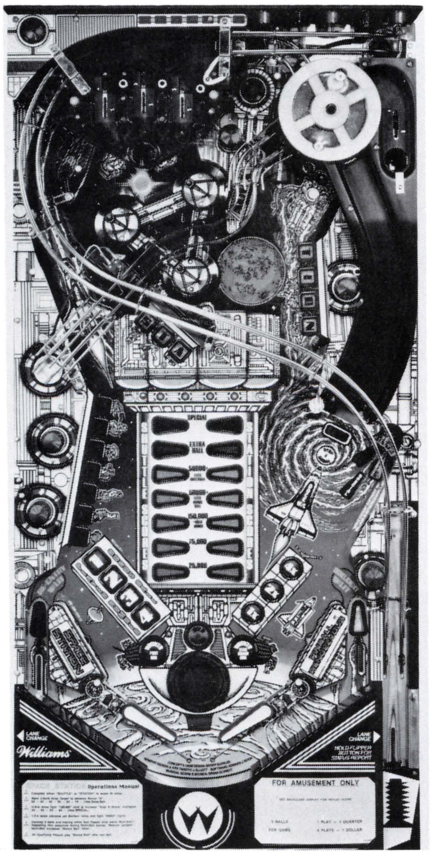
Sustaining Player Attention until ACME

by Steve Harris

A good pinball machine no longer means Williams Electronics is on a roll. Producing great pin games has become a Williams trademark, with a long list of recent releases still occupying the top of the charts.

Space Station, the follow-up to *Space Shuttle* (which also was, incidentally, designed by Barry Oursler), takes players into the final frontier once again. The playfield layout follows an outer space adventure/docking theme that opens up a variety of incentives and other avenues that are proven favorites.

Play action begins with the ball introduced onto steel rails that carry it to the top of the field. It falls into play after passing through U-S-A lanes where a compact and highly interactive layout of thumper-bumpers await.



The remaining portions of the playfield include S-H-U-T-T-L-E and S-T-A-T-I-O-N targets that score an incremental 'Station Score' bonus, as well as a strategically placed volley around the action to return the ball to the top and a ramp that prepares the player for "docking maneuvers" and three-ball multi-ball play. Completing the docking procedures a second time during the multi-ball phase awards a "Rescue Jackpot" that is also carried from game to game.

Beyond the straightforward aspects of the game, *Space Station* supports the regular features with added specials such as the "Bonus Ball" which is awarded during multi-player games to the most talented player. Stop and score multipliers and a host of targets round out yet another example of expert pinball design.

The visual and audio embellishments stand out well against the game play, providing an ideal backdrop to the game play. A myriad of space scenes, shuttles, and astronauts litter the playfield, while another detailed version of the space station graces the backglass. The colors are not as vibrant as they have been on some recent Williams releases, but the contrast between the station, the Earth, and the darkness of space is definitely attractive.

Space Station Pinball Rendezvous is a good post-AMOA piece that will provide the thrills needed to sustain player attention until the ACME in March. It's another solid package from the number one pinball producer in the world, and a fine addition to the Williams line.

AT A GLANCE...
Romstar's *Twin Cobra*

Take the proven play concepts of many of Romstar's most well-received kits and throw in a two-player option, more screens, and furious shoot-em-up fun. Step back and you'll find *Twin Cobra*, the latest from Romstar to earn the attention of players everywhere.

While the theme may not be unusual, the execution of *Twin Cobra* lifts it into the "good buy" category. The shooting is solid and the presentation is conceived and produced very well.

Taito's *Pyros*

Although we've seen a glut of running/jumping/fighting games recently, one game that we've found to stand out is *Pyros* by Taito. This title boasts some terrific graphics and music and the adventure theme is strong enough to attract players. The central character is unfortunately rendered in an almost "cartoon" fashion that detracts from the rest of the game play, but aside from this minor fault, *Pyros* generates very likeable play. Worth a look as a kit.

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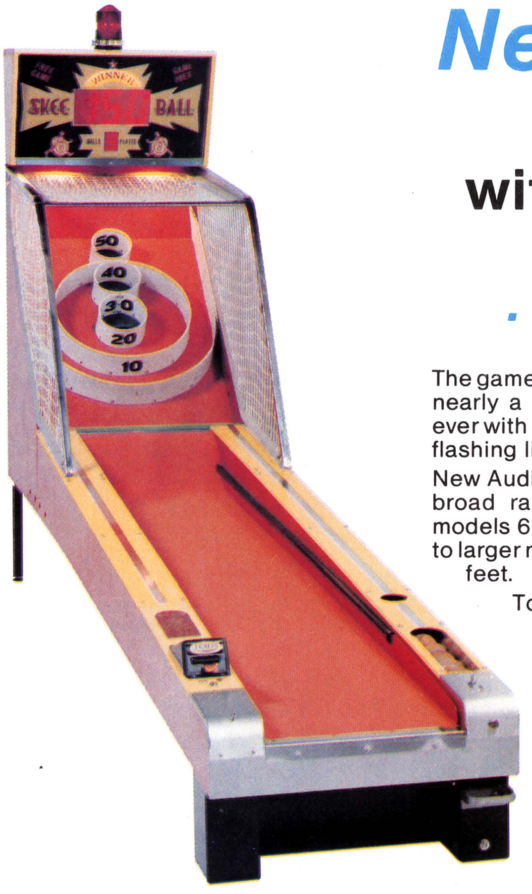


New 10 and 13-foot SKEE-BALL

with sound, flashing lights and digital scoring!

. . . a proven money maker.

The game they've known and loved for nearly a century is now better than ever with electronic audio scoring and flashing lights.

New Audio Skee-Ball is available in a broad range of sizes — from small models 6 or 8 feet long, ideal for kids, to larger models ranging from 10 to 13 feet.

To operate, players simply drop a coin into a slot, and they're served 9 balls — and a lot of fun. Every round is tallied by a "big brother" electronic scoreboard. (Mini Skee-Ball works the same way.)

A variation of the standard game is also available: *Bonus Ball,* with two more scoring pockets that can deliver 100 extra points per pocket.

Contact Skee-Ball for information and literature.

Now there's also a Mini Skee-Ball for the kids. But don't let the little size fool you, for even adults can find it an exciting challenge.

SKEE-BALL

. . . the game they keep coming back to.
Skee-Ball, Inc.
8th & Maple Sts., Lansdale, PA 19446 • (215) 362-0300

TECHNICAL TOPICS

Nintendo Game Tips

Game: PlayChoice-10 and VS System Gun Games

SYMPTOMS:

1. Pulling the trigger does not start game (with gun pointed at monitor). 2. Pulling the trigger and game starts (with gun not pointed at monitor-excluding VS *Gumshoe* game). 3. Pulling the trigger does not produce a bright flash on the monitor. 4. Gun intermittently hits wrong characters.

Examine the swivel located in the handle of the gun. The two nuts which hold the swivel together work loose, causing a break in continuity. Re-tighten the two nuts while making sure the contacts are in their correct position in relation to the swivel plates.

Examine the light sensing diode P.C. Board located in the barrel of the gun. The solder joints where the P.C. Board shield makes contact with the P.C. Board break loose. Re-solder this joint using a generous amount of solder. If the problem still exits after the internal wiring harness and swivel have checked out, then replacement of the light sensing diode P.C. Board is recommended. Applying a generous amount of solder to the shield-P.C. Board joint of the replacement diode P.C. Board will insure proper operation.

Game: R-Type

SUBJECT: Difficulty Settings

The original factory recommended DIP Switch settings for *R-Type* have been changed. Switch Number four on DIP Switch (DSW2) has been changed from the ON to the OFF position. This change will set the game's difficulty to the "NORMAL" setting. For all future shipments this change has been made at the factory. To enhance the earning capability of this piece, it is highly advised to check the settings on *ALL R-Type* machines and make this change accordingly.

Please note: When setting the DIP switches, refer to the component designation on the PC Board for the location of DIP Switch one (DSW1) and DIP Switch two (DSW2). (The designations in the Operation Manual are labeled backwards.)

GAMEMASTERS™

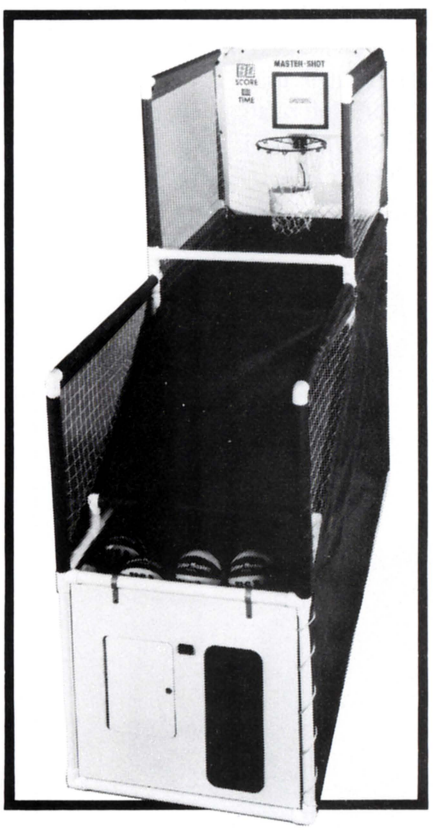
PRESENTS

MASTER-SHOT

☐ Easy to Assemble
☐ Fully Enclosed
☐ 8'x8'x36"

☐ Spotlight Feature
☐ Bill Accepter
☐ Ticket Dispenser

Ideal for Bar and Restaurant locations. Size suitable for both men and women.



Call 1-800-634-7746 / 404-662-5666

5555 Oakbrook Pkwy / Suite 240 / Norcross, GA 30093

NEW PRODUCTS

A JAX

Konami introduces *A JAX*, a vertical monitor kit that features two-dimensional and three-dimensional stages. Controls include a joystick and three buttons for missile, machine gun, and super weapon.

In *A JAX* the player has been issued an emergency order to save the earth from conquest by enemy forces. He boards his helicopter and prepares for aerial combat, shooting oncoming enemy aircraft and bombing enemies below.

In the next stage, the player is transported to his new mission via aircraft carrier, man's a jet fighter, and faces more adversaries. Obstacles in his way include other jet fighters, tanks, ships, helicopters, and aircraft carriers. Surprise attacks can occur at any moment.

Power-ups that can be obtained during the game include bullets firing forward, right, and left; double lasers; rapid bullets that fire in controlled directions; air-to-ground missiles and missiles that fire three ways.

An additional super weapon that destroys all enemies on the screen at once has limited use.

For more information, or distributor referral, write Konami, Inc., 815 Mittel Drive, Wood Dale, IL 60191; (312) 595-1443.

Shinobi

Sega introduces its first kit since *Choplifter* with the rescue/adventure video, *Shinobi*.

Players travel through five different stages with 23 distinctive missions. Each stage concludes with a final confrontation with the master force. A successful defeat of this force advances the player to a bonus round and into the next stage to combat more ominous villains.

Controls include an eight-way joystick, three button controls for jump, weapon, and special power feature. The special power eliminates all enemies on the screen and can be used only once in each mission.

A horizontal kit, *Shinobi* has a new internally mounted service panel installed by the operator during conversion. The panel houses the service switch, test switch, and volume control. These features give the operator the ability to access all accounting information and statistics; plus keep the game percentaged properly and provide access to the self-test information.

This panel, the game components, and cabinet graphics, are designed to ensure maximum player attraction and ease of operation for the operator.

For more information, or distributor referral, write Sega Enterprises, Inc. (USA), 2149 Paragon Drive, P.O. Box 610550, San Jose, CA 95161; (408) 435-0201.

Space Station

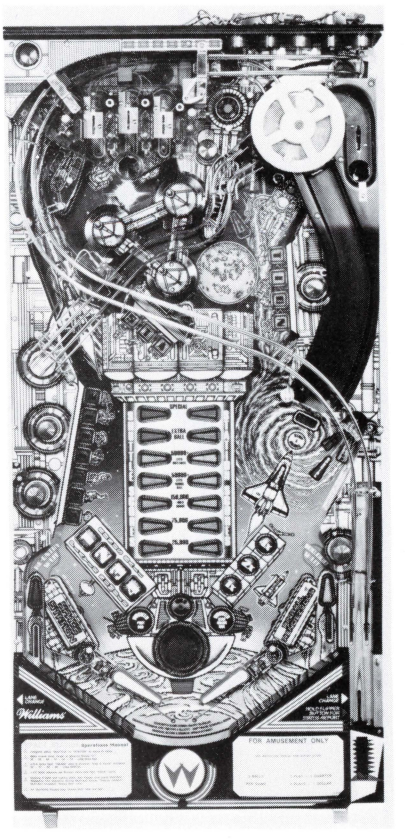
Williams enters new frontiers in pinball with its latest entry, *Space Station*, that features lights on PC boards, optos in drop targets, and exiting new rotating ball diverter.

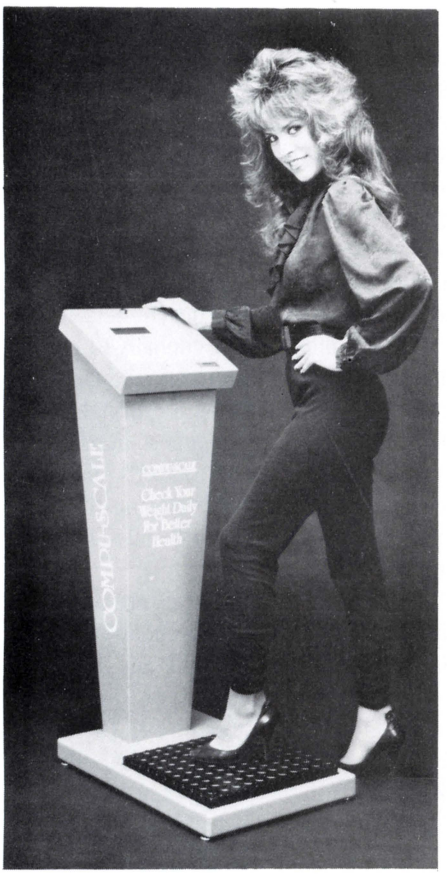
In *Space Station* the player becomes a member of the crew and strategically maneuvers to dock the space craft with the mother ship to prepare for multi-ball.

Bonus ball time is increased by each second of multi-ball play. A sweep shot challenge, stop and score multiplier, and rescue jackpot all energize play.

For more excitement, the plunger shot powers the ball to a mini-playfield. Making the three upper level lanes advances the jet bumper value, lights the ramp shot and the left ball popper shot for docking. Making the USA lanes on the lower level scores 25,000, lights the top ball popper for 100,000, and advances the stop and score multiplier.

For more information, or distributor referral, write Williams Electronics Games, Inc., 3401 N. California Ave., Chicago IL 60618; (312) 267-2240.





Compu-Scale

Mayoni Enterprises announces *Compu-Scale*, a reliable scale constructed of durable steel with an attractive, modern design. (pr2–*Compu-Scale* computes weight and health data based on customer entries. Hidden wheels make it truly portable, yet solid when in place.

Solid state electronics use a long life (approximately one- year) battery for power, meaning location is not limited by an electrical outlet. The unit can be supplied in standard AC current if requested.

Compu-Scale is designed for long life with trouble-free performance.

For more information, or distributor referral, write Mayoni Enterprises, 10340 Glenoaks Blvd., Pacoima, CA 91331; 800/345-1183 or (818) 899-2488.

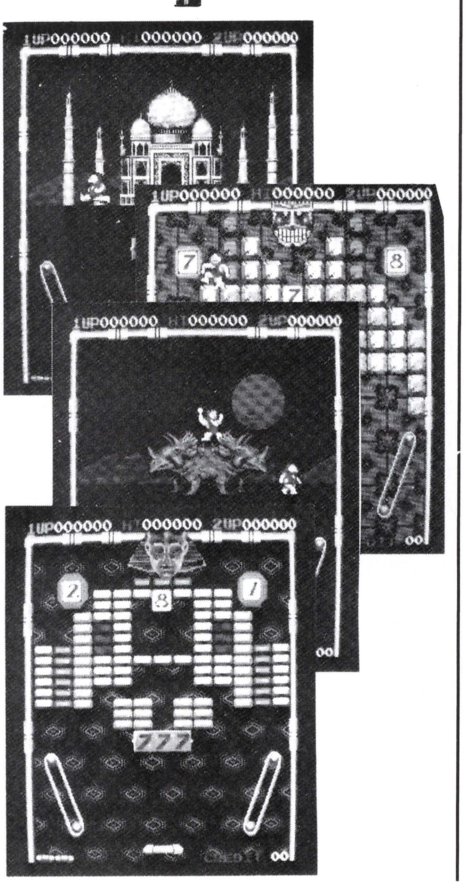
Goindol

Sharp Image Electronics introduces *Goindol* a one-or two-player universal vertical kit for upright and cocktail cabinets.

Goindol offers players 16 bonus screens in 100 rounds for 116 challenging stages. Players must fight through primitive guarding blocks on screens that also feature bumpers and wheel spinning action much like pinball.

Prehistoric characters are encountered along the way as players embark on an adventure through unknown lands. Players shoot through the blocks to clear the screen, widen the cursor, and gain extra powers for their journey.

For more information, or distributor referral, write Sharp Image Electronics, 8000 Wheatland Blvd., Unit C, Sun Valley, CA 91352; 800/448-8100 or (818) 767-8855.



Extermination

World Games debuts a multi-level fast action shoot 'em up game in *Extermination*, a two-player universal vertical kit.

Game controls include two joysticks, a fire button, and power button. Features include player buy-in and game continuation. The game is licensed from Taito.

Extermination challenges players to vanquish all foes in their path, playing as a single against the computer or against each other. They can also play in tandem and combine their forces as they enter secret caves and pick up special weapons.

For more information, write World Games, 7046 Sophia St., Van Nuys, CA 91406; (818) 904-0975.

Aaargh!

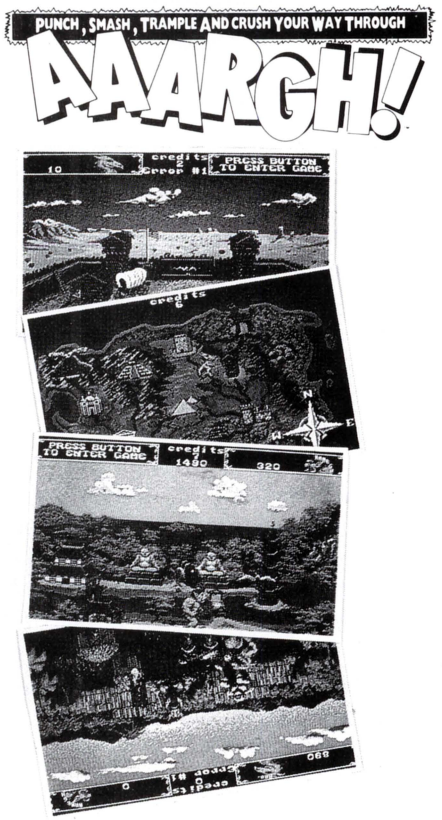
Arcadia Systems offers a new combat game *Aaargh!* that affords players the chance to punch, smash, trample, and crush their way through adversaries.

Players travel through 11 cities of the Lost Island in a quest to find the Golden Dragon's Egg. Munching their way through fast food and some natives along the way, players fight off flying fiends and battle to reach the fiery volcano and grab a chance at the egg.

Aaargh! is a kit for horizontal monitors and comes complete with PC board set, wiring harness, marquee; cabinet graphics; plus all needed joysticks and buttons. It is a quick and easy plug-in conversion to other Arcadia games.

The game can be for one-or two-players and features player buy-in and a continue play option. Look for other new Arcadia games to come, including a 40-level adventure, *Rockford*, and a road combat game, *Road Wars*.

For more information or distributor referral, write Arcadia Systems, 201 San Antonio Circle, Suite D-263, Mountain View, CA 94041; (415) 949-5290.



Kramer Kits

Kramer Manufacturing offers conveniently packaged conversion kits for any horizontal raster scan monitor, making it easy to convert old cabinets into new Kramer games.

Among the games available for this conversion process are Kramer's *Draw Poker, Bonus 21, Hi-Lo Double Up Joker Poker, Riverboat Poker, Super Dominos, Just 4 Fun*, and *Joker Poker/Black Jack*.

Kramer's kits include PC board, program chips, power supply, wire harness with fuse block, meter, front panel, ten buttons, marquee and decals, a technical book, and easy-to-follow instructions.

For more information, or distributor referral, write Kramer Manufacturing Co., Inc., 1100 Towbin Ave., Lakewood, NJ 08701; 800/631-2126 or (201)-367-7000.

Gemini Wing

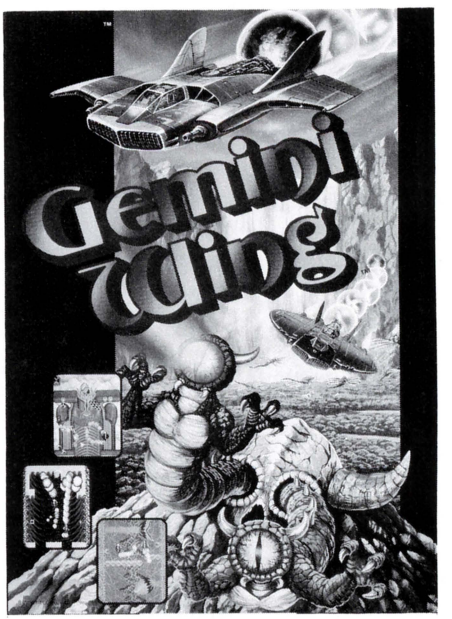
Tecmo debuts its latest two-player vertical conversion kit in *Gemini Wing*, a futuristic video with 3-D graphics, buy-in system, and continuation feature.

Controls include an eight-way joystick, fire button, and gunball power button. Players are charged with the task of lifting a curse placed on the world by the insect queen, and ridding the earth of giant mutant insects and plants. Players become the last two fighter pilots from a once-proud fleet. The ultimate goal is to destroy the insect queen herself.

Players must collect gunballs to power up their fighter aircraft and take gunballs away from a huge insect, the Bringer. The gunball power button puts a number of special weapons at the player's disposal, including a wide beam, swinging fire bar, spark hurricane, homing missile, and three-way shot.

Two speed level increases are available and bonus points can be obtained in the amounts of 20,000, 50,000, and 100,000.

For more information or distributor referral, write Tecmo, Inc., 18005 S. Adria Maru Lane, Carson, CA 90746: 800/338-0336 or (213) 329-5880.



Super Dodge Ball

Leland adds another sport-theme video to its long line of successful games of the genre with *Super Dodge Ball, a challenging and fast-action one-or two-player universal conversion kit.*

Super Dodge Ball is a test of skill, speed, and endurance that appeals to all ages. Players become members of the USA dodge ball team and must face formidable opponents from England, China, Iceland, Africa, and Japan.

Each time the player succeeds in beating the opposing team, he and his teammates move on to meet an even more formidable opponent.

Super Dodge Ball is a cleverly designed, multi-level game with super graphics and sound effects that insure player appeal. Controls include joysticks and buttons for kicking and throwing.

There are six colorful backgrounds in which to run, jump, throw, pass, and catch the ball. There's even a "bully" like those most players have encountered in sports. The game is licensed from Technos Japan Corp.

For more information, or distributor referral, write Leland Corp., 1841 Friendship Drive, El Cajon, CA 92020; (619) 562-7000.

Diamond Lady

Gottlieb's tradition of high earning card games continues with *Diamond Lady*, the newest high scoring pinball from Premier Technology.

Special features include an innovative drop target bank design for ease of serviceability and reliability. Look for the popular photographic backglass, a light box design, and three speakers for richness and clarity of sound and speech.

Complete the Royal Flush sequence to advance through progressively higher score values to win the extra ball and light the Joker Special. Complete the Spades Drop Targets to light the ramp for Advance Jackpot. Complete all Drop Targets to advance Diamond Sequence through higher score values to light Diamond Special.

Completing the Diamond Targets without knocking down any of the Spades Drop Targets will double the player's score.

The top two Rollover Lanes advance multiplier when lit. Reaching the maximum level of multiplier lights Multiplier Special.

For more information, or distributor referral, write Premier Technology, 759 Industrial Drive, Bensenville, IL 60106; (312) 350-0400.

Blasteroids

Atari Games introduces *Blasteroids* an updated version of the classic *Asteroids*. The new game features Atari's standard player selectable level of initial difficulty, buy-in, and add-a-coin game continuation.

Players must blast their way through four different galaxies filled with asteroids and other challenging obstacles. At the end of each one, the player meets Mukor, the green slime monster.

Blasteroids offers competition and cooperation for two players who must compete with each other for special attributes and power crystals. Cooperation pays off as two players dock their spaceships for added firepower and armor.

Atari's new Housequake sound system provides both auditory and tactile feedback to the player as the rumbling sound effects vibrate through the cabinet.

With the press of a button players can change their ship into three different sizes and can gain special temporary powers. Crystals in the red asteroids provide energy.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3700.

Software

In 1981 we wrote the first computer program for operators because we thought you'd find it useful. We're pleased you did. Over 500 operators put the OIA program to work tracking equipment and measuring profits and return on assets (ROA).

But things have changed since 1981; its tougher to make a healthy bottom line in the amusement business, you own more types of equipment, and computers have gotten more reliable and more capable.

So there was only one thing for us to do. We took out a blank floppy disk - and started over.

Introducing . . .

■ THE PROFIT! CONTROL SYSTEM: Software that delivers the bottom line.

Here is software for your microcomputer that helps deliver profits to your bottom line. It's not a general accounting program. It's a system for you if you manage any kind of revenue-producing equipment (arcade or route). It makes each piece of equipment and each location a profit center and it focuses on ROA, collection histories, transfer dates, and meter readings.

You'll find new reports with more information and new sort options that let you analyze your business in different ways. You'll find the new Profit! Control System fast, reliable, and easy to use. It even recognizes cost-of-goods so it can track your product vending equipment.

■ SO, ITS ANSWERS YOU WANT?

Reports are designed to answer key questions you have about your business. For example, you get a Summary Income Statement which shows the performance of your entire operation after each collection. Revenue Reports give you extensive collection history and include two cumulative registers for each machine. Profit Reports show all expenses, profits, and the ROA for every machine and every location. Coin Reconciliation Reports help you maintain security by showing you all overages or shortages after each collection.

And then you can print exception reports using any of 12 sort options. Get a list of equipment with the best improvement (or worse decline) in revenues since the previous collection. Compare the performance of all equipment of the same name or type. Print a report of all non-profitable or negative cash flow equipment. You'll have all the answers you need.

■ IT'S THE SIMPLEST SOLUTION.

And getting the answers is no great effort. Installation is quick and using the program is easy (there are help messages on the menus). Entering collections is simple; equipment transfers, different token rates, and minimums are no problem.

And you never have to write another collection report by hand. Collection forms list all equipment at each location and include any percentage split to be paid to locations.

■ WHAT YOU SEE IS EXACTLY WHAT YOU GET.

We have available a Demo Package which has fully functional software and includes the 70 page Operations Manual. Order it and you can see the features, make sure of the compatibility, and practice using the software before you decide to buy. The Demo Package only costs $10.00 and we'll give you credit for it when you order the Profit! Control System.

■ YOU'LL ENJOY READING THE FINE PRINT.

Compatibility: MS/DOS compatible for popular systems like IBM, Compaq, Tandy, Leading Edge, etc. based on 8086, 80286, or 80386 microprocessors. Operating System: Requires MS/DOS (or PC/DOS) 2.0 or higher. Language: Compiled QuickBasic by Microsoft. Memory Requirements: Minimum 256k with two floppy disks or harddisk. Printer Requirements: 132 characters per line capacity in standard or compressed print. Continuous paper feed recommended. Capacity: Limited only by disk storage space. Practical limits are 50 to 5000 pieces of equipment. Support: Free telephone consultation; on site consulting, training, and installation available.

■ BOY, HOW WE DELIVER.

All orders shipped within one business day. Demo Packages are mailed. U.S. purchases are shipped prepaid UPS COD Blue Label. Foreign inquires welcome.

■ WHATEVER YOU DO, DON'T PAY MORE THAN $375.00.

Put this package up against anything else on the market - you won't beat our combination of features, quality, and price. And $375 is all you'll pay - you get credit for the demo and we cover the freight.

■ HOW TO ORDER:

Call (703) 434-1781 or use the order form below. We'll send the Demo Package immediately and bill you the $10.00 charge. Call again to place your order.

THE PROFIT! CONTROL SYSTEM
— Request For Demo —

Name _____

Address _____

City _____

State, Zip _____

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1218 Windsor Road
Harrisonburg, VA 22801

The Profit! Control System: Software that delivers the bottom line.

TRADE ACCESSORIES

Remote Locator

When keeping in touch with important incoming telephone calls to your office is a must, think of The Locator, a total message control center complete with remote voice retrieval and message alerting so you can return calls in less than two minutes.

The Locator is no bigger than a standard desk phone and will turn any quality answering machine into an instant automatic message alerting system to screen all incoming calls. The Locator will alert you to only important messages and will track you down at up to four programmed telephone numbers: pager, home phone, an associate's number, or other number.

You can change programmed numbers remotely from any touch tone phone. A special technique screens all incoming calls, allowing the caller to indicate whether the call is important. You are not paged on routine calls or hang-ups. The Locator can remotely redirect your call forwarding, or turn it on or off.

For more information, write The Remote Locator, 2386 Hempstead Turnpike, East Meadow, NY 11554; (516) 579-2121.

Parts Tester

Star*Tech Journal introduces the CAPT6 Capacitance and Parts Tester by Beckman Industrial.

The CAPT6 covers 24 user ranges for versatile test selection; tests nine capacitance ranges and six resistance ranges; tests diodes, transistors, and LED's; and tests batteries under actual loaded condition.

The user can measure capacitors from the smallest to the largest filter caps with a basic accuracy of 0.5 percent. The CAPT6 comes with an owners manual and a pair of alligator clip test leads. Capacitors with pigtail leads may also be tested by inserting the leads directly into the sockets provided on the face of the CAPT6.

The CAPT6 is available to the games industry at a special price of $144.95 (New Jersey residents add six percent sales tax) and shipping costs of $2.50 ($9 air mail).

Star*Tech Journal is an authorized Beckman Industrial distributor. For more information, write Star*Tech Journal, P.O. Box 1065, Merchantville, NJ 08109; (609) 662-1080.

Electronics Series

Tab Books offers two volumes of interest to operators doing their own electronic repairs: "How To Read Electronic Circuit Diagrams-2nd Edition" and "Basic Electronics Course."

Both books are part of an electronics series. "How To Read Electronic Circuit Diagrams-2nd Edition" helps in learning how to recognize electronic schematic symbols, understand how the components these symbols represent work, and accurately read schematic diagrams of electronic circuits.

Authors Robert Brown, Paul Lawrence, and James Whitson begin with a look at some common electronic components and their schematic symbols. Then some simple electronic circuits are introduced along with a variety of more specialized electronic components such as transducers and indicating devices. More complicated solid-state devices like transistors, diodes, and integrated circuits are then explained, and vacuum tubes are covered.

"Basic Electronics Course" by Norman Crowhurst thoroughly explains the necessary fundamentals of electronics, with highly readable discussions of the building blocks of electronics theory. It is a complete general introduction and provides a firm foundation in the basics, preparing readers to enter specialized areas.

Other titles in the electronics series include "How To Test Almost Anything Electronic-2nd Edition," "44 Power Supplies For Your Electronic Projects," and "Beyond The Transistor: 133 Electronics Projects."

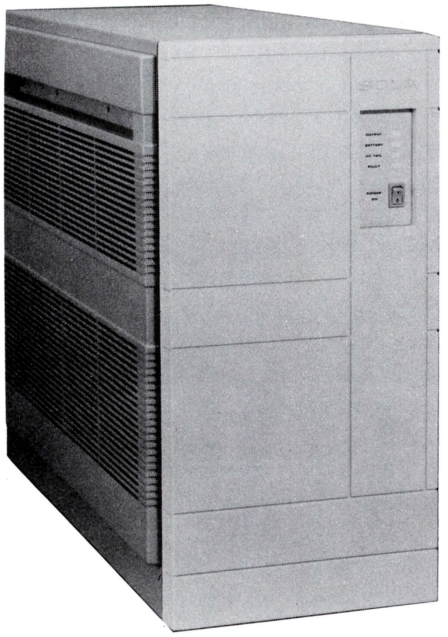
For more information on this series, write Tab Books, Inc. P.O. Box 40, Blue Ridge Summit, PA 17214, (717) 794-2191.

Power Protectors

A new generation standby power source that features an ultra-quick transfer time of one millisecond and full AC power conditioning capabilities has been introduced by Sola, a unit of General Signal.

The new SPS/R offers a third alternative for blackout protection by providing almost all the performance of an uninterruptible power system but at a price closer to a conventional SPS.

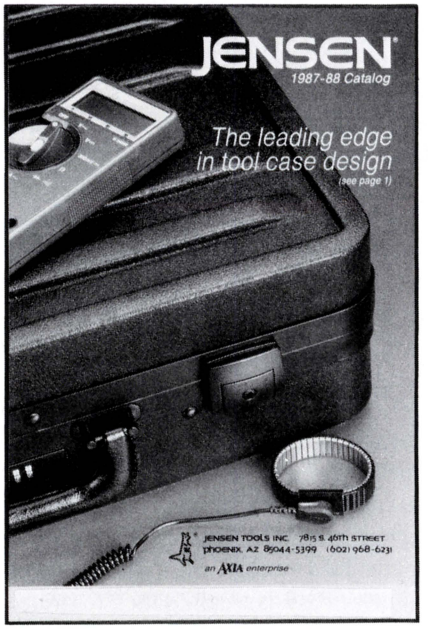
Equipped with an electronic regulator, the new SPS/R is ideally suited to protect sensitive electronic equipment such as computers, test instruments, or terminals from all types of AC power problems including line noise, voltage irregularities and brownouts, as well as blackouts.



With this portable, plug-in unit, users will no longer need to be concerned about oversizing their power protection equipment to meet the peak current demands of switchmode power supplies.

For more information, write Sola, 1717 Busse Road, Elk Grove Village, IL 60007; (312) 439-2800.

Tool Catalog



Jensen Tools introduces a free, 160-page catalog of tools and test equipment for service of electro-mechanical and electronic equipment.

Illustrated in full color, the catalog provides products of interest to electronic technicians, plant engineers, and field service personnel.

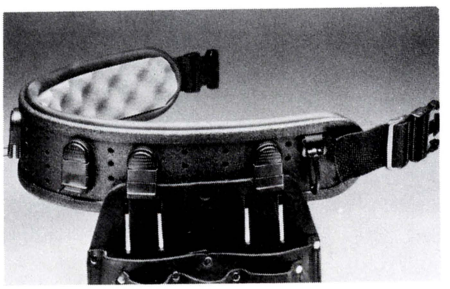
Included are inch and metric hand tools, power tools, lighting and optical aids, instrument calibration equipment, tools and equipment in support of fiber optics and wire cable systems, soldering/desoldering stations, precision instruments for SMT and other leading technologies, static control products, cleaning supplies, work holding devices, and more.

Other major categories cover computer/telecom field service kits, shipping containers, circuit board cases and accessories, and many hard-to-find items.

For more information, write Jensen Tools, Inc., 7815 S. 46th St., Phoenix, AZ 85044; (602) 968-6241.

Equipment Belt

Transport Technics has developed the Transporter Belt, an equipment belt designed for comfort and even distribution of a load around the entire waist.

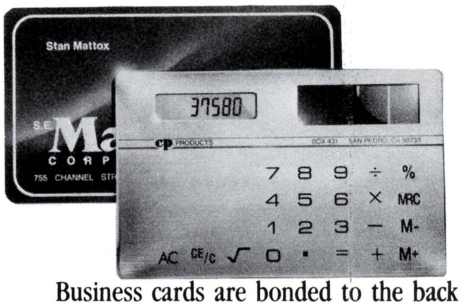


The belt features a foam interior and anti-slip moulding. It utilizes clip buckles that accommodate almost any kind of tool bag or other equipment holding apparatus.

Transporter Belt is unconditionally guaranteed. For more information, write Transport Technics, 8909 Complex Drive, #F, San Diego, CA 92123; 800/322-5445 or (619) 696-0808. In California call 800/922-7847.

Smart Business Card

C P Products announces the "business card with a brain" with its new smart, stainless steel pocket calculator/business card.



Business cards are bonded to the back of solar-powered, six-function (with memory) calculators to create a practical sales tool--the business card that really counts.

The calculator is wafer thin, weighs less than one ounce, and has no batteries to wear out. To order, send one business card for each card/calculator plus two extra cards for formatting and sizing. Pricing is $15/unit (quantities 1-9), $12.50/unit (10-24) and $10 (25 or more). Calculators are gift packed and come complete with vinyl carrying case. Prices include delivery. California residents add 6.5 percent tax.

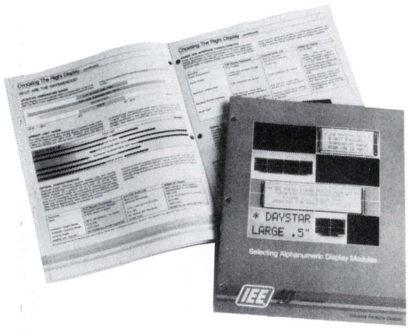
For more information, write C P Products, Box 431, 755 Channel St., San Pedro, CA 90733; (213) 514-8666.

Display Selector

Industrial Electronic Engineers, Inc. (IEE) announces its newly printed product selector guide, Selecting Alphanumeric Display Modules.

This informative and free full-color booklet provides all the information an engineer needs to select the right display for his application. Included are helpful charts and tables that describe and illustrate the important differences among the three most popular display technologies--vacuum fluorescent, liquid crystal, and DC plasma.

The booklet also gives a complete listing of IEE's alphanumeric display product line, with all pertinent information, such as character heights,



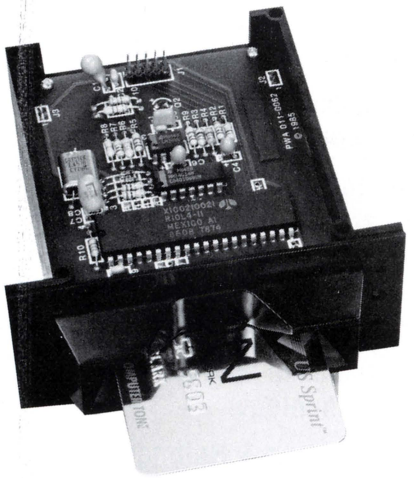
display sizes, and formats; plus charts to compare models.

For a copy of this free booklet, write the Industrial Products Division Sales Office, IEE, Inc., 7740 Lemona Ave., Van Nuys, CA 91409; (818) 787-0311, ext. 418.

Card Reader

Coin Controls introduces the 7000 Series, a line-powered insert-type magnetic stripe card reader designed to be consistently more reliable, last longer, be easily incorporated into a customer's system, and read even dirty, warped, or worn cards.

This precision manual insertion and withdrawal model reads magnetically encoded data from standard credit-card size cards with single or dual magnetic stripes.



The card reader is also available in the 6000 Series, a swipe reading model.

For more information, write Coin Controls, Inc., 1000A Touhy Ave., Elk Grove Village, IL 60007; 800/323-8174.

Software Package

Intellicall has developed INET/A, a network management software package that affords its pay phone owners a chance to communicate with up to four units simultaneously from a central personal computer.

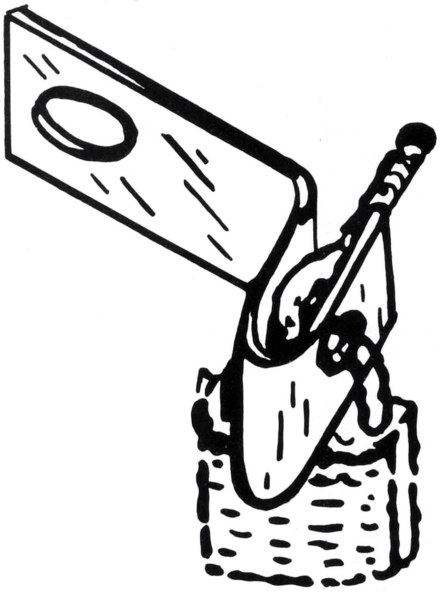
INET/A contacts designated groups of pay phones to download control programs, rate tables, and user parameters. This is a function of the batch mode, which also can retrieve and log information on coin totals, status, usage, and calling statistics.

This software is compatible with any modem-equipped Intellicall phone and operates with IBM personal computers or models that are compatible using DOS 2.1 or higher.

For more information, write Intellicall, Inc., 12790 Merit Drive, Suite 624, Dallas, TX 75251; (214) 416-0022.

Hasp Lock

To help you protect your amusement equipment, A-1 Products has developed a new four-inch hasp with a covered eyebolt. It has a heavy steel plate curved over the eye that is very discouraging to anyone using bolt cutters.



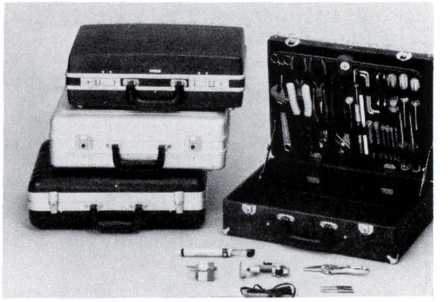
In addition, the door lock (cam lock) goes through the round hole with a heavy padlock through the holes in the hasp plus eyebolt. Your cashbox immediately becomes much safer than before.

The black finish makes it less noticeable against a black game door. The style number is S-7 in the A-1 catalog, patent pending. Immediate shipment is available.

For more information, write A-1 Products, 333 N. Queen St., Kinston, NC 28501; (919) 527-8241.

Vending Repair Kit

Jensen tools introduces a kit designed to meet the installation and maintenance requirements of most vending machines.



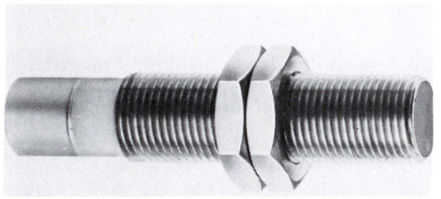
The kit contains a selection of both electro-mechanical and electronic tools and is designed to handle the majority of service calls on food and beverage dispensers, candy and cigarette machines, arcade games, and music equipment.

This kit is an addition to the TELVAC line. It includes a selection of basic tools as well as hose clamp pliers, tubing cutter, hemostat clamp, 115 VAC electrical outlet tester, 0-220 dial thermometer with five-inch stem, and other specialty items for vending repair and optional accessories.

For more information and a free catalog, write Jensen Tools, Inc., 7815 S. 46th St., Phoenix, AZ 85044; (602) 968-6231.

Proximity Switches

The Veeder-Root Co. introduces a new line of inductive proximity switches with 360-degree ring-LED indicators that illuminate when a target is within the sensing area, providing faster and safer troubleshooting.



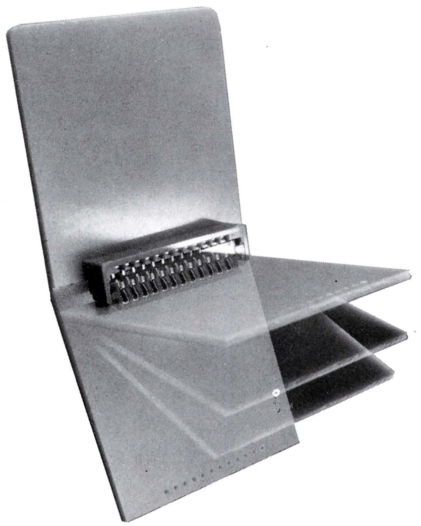
The ring-LED makes machine setup faster and simpler since the operator can easily see when the switch or target object is positioned properly for operation. Without the ring-LED, operators often had to return to the control panel, listen for a relay, or ask for assistance during setup.

These switches feature quick-connect termination plugs in straight or right-angle configurations to make installation and replacement faster, cutting downtime, and eliminating the cost of re-wiring switches.

Veeder Root also has available new extended range proximity switches that provide up to 100 percent greater sensing distance, new linear proportional output inductive proximity switches, and short tube proximity switches that provide full sensing capability in a 40 percent smaller package.

For more information, write Veeder Root Co., 70 Sargeant St., Hartford, CT 06102; (203) 527-7201 or 800/243-4458.

Hinged Connector



Checking circuits and adjusting functions of pc boards is made easier with the AMP hinge connector. It is ideal for both production line and service considerations, and offers the technician maximum accessibility and improved productivity.

It allows two interconnected boards to be repositioned to allow access to hidden adjustment points, while under power.

The connector is available in a preassembled version or as separate tab and receptacle assemblies. Mated, the two boards may be positioned at any angle up to 90 degrees. It is ideally suited for copy machines, electronic typewriters, and other equipment.

For more information, write AMP, Inc., Harrisburg, PA 17105; (717) 564-0100.

Ranger Tops

Gem Top recently became an OEM supplier for the 1988 Ranger truck cap program and is shipping caps directly to Louisville, Ky. and St. Paul, Minn.

To meet the high quality control standards of Ford Motor Company, Gem Top initiated a statistical progress control program. Gem Top has a 41-year history of manufacturing quality shells for pickup trucks.

For more information on the variety of available truck tops, write Gem Top, 8811 S.E. Herbert Ct., Clackamas, OR 97015; (503) 659-3733.

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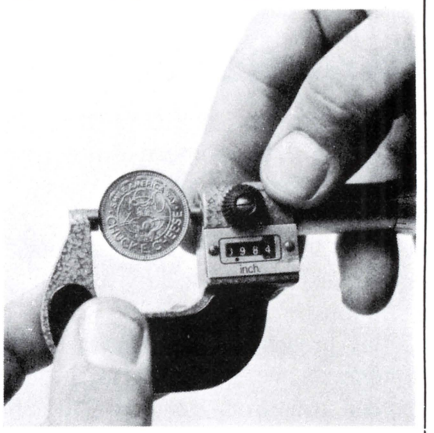

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HOT 100

TITLE	ARTIST Label & Number/Distributing Label
1. GOT MY MIND SET ON YOU	GEORGE HARRISON DARK HORSE 7-28178/WARNER BROS.
2. SO EMOTIONAL	WHITNEY HOUSTON ARISTA 1-9642
3. THE WAY YOU MAKE ME FEEL	MICHAEL JACKSON EPIC 34-07645/E.P.A.
4. NEED YOU TONIGHT	INXS ATLANTIC 7-89188
5. COULD'VE BEEN	TIFFANY MCA 53231
6. HAZY SHADE OF WINTER	BANGLES DEF JAM 38-07630/COLUMBIA
7. CANDLE IN THE WIND	ELTON JOHN MCA 53196
8. TELL IT TO MY HEART	TAYLOR DAYNE ARISTA 1-9612
9. FAITH	GEORGE MICHAEL COLUMBIA 38-07623
10. IS THIS LOVE	WHITESNAKE GEFFEN 7-28233

COUNTRY

TITLE	ARTIST Label & Number/Distributing Label
1. ONE FRIEND	DAN SEALS CAPITOL 44077
2. WHERE DO THE NIGHTS GO	RONNIE MILSAP RCA 5259-7
3. GOIN'GONE	KATHY MATTEA MERCURY 888 874/POLYGRAM
4. WHEELS	RESTLESS HEART RCA 5280-7
5. STILL WITHIN THE SOUND OF MY VOICE	GLEN CAMPBELL MCA 53172
6. CRYING SHAME	MICHAEL JOHNSON RCA 5279-7
7. JUST LOVIN' YOU	THE O'KANES COLUMBIA 38-07611
8. I CAN'T GET CLOSE ENOUGH	EXILE EPIX 34-07597
9. I'LL PIN A NOTE ON YOUR PILLOW BILLY JOE ROYAL	ATLANTIC AMERICA 7-99404/ATLANTIC
10. TENNESSEE FLAT TOP BOX	ROSANNA CASH COLUMBIA 38-07624

ADULT CONTEMPORARY

TITLE	ARTIST Label & Number/Distributing Label
1. EVERYWHERE	FLEETWOOD MAC WARNER BROS. 7-28143
2. I LIVE FOR YOUR LOVE	NATALIE COLE EMI-MANHATTAN 50094
3. GOT MY MIND SET ON YOU	GEORGE HARRISON DARK HORSE 7-28178/WARNER BROS.
4. NEVER THOUGHT (THAT I COULD LOVE)	DAN HILL COLUMBIA 38-07618
5. FAITH	GEORGE MICHAEL COLUMBIA 38-07623
6. COULD'VE BEEN	TIFFANY MCA 53231
7. ALL I WANT IS YOU	CARLY SIMON ARISTA 1-9653
8. CAN'T STAY AWAY FROM YOU	G. ESTEFAN/MIAMI SOUND EPIC 34-07641/E.P.A.
9. HUNGRY EYES (FROM "DIRTY DANCING")	ERIC CARMEN RCA 5315
10. THE TIME OF MY LIFE	BILL MEDLEY & JENNIFER WARNES RCA 5224

HOT BLACK

TITLE	ARTIST Label & Number/Distributing Label
1. THE WAY YOU MAKE ME FEEL	MICHAEL JACKSON EPIC 34-07645/E.P.A.
2. LOVE OVERBOARD	GLADYS KNIGHT & THE PIPS MCA 53210
3. IF YOU CAN DO IT: I CAN TOO!!	MELI'SA MORGAN CAPITOL 44088
4. LOVE CHANGES	KASHIF AND MELI'SA MORGAN ARISTA 1-9626
5. I WANT HER	KEITH SWEAT VINTERTAINMENT 7-69431/ELEKTRA
6. BABY, BE MINE	MIKI HOWARD ATLANTIC 7-89165
7. SOMEONE TO LOVE ME FOR ME CULT JAM FEATURING FULL FORCE	LISA LISA & COLUMBIA 38-07619
8. MY FOREVER LOVE	LEVERT ATLANTIC 7-89182
9. SECRET LADY	STEPHANIE MILLS MCA 53290
10. SO EMOTIONAL	WHITNEY HOUSTON ARISTA 1-9642

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What Is AMOA Doing About Darts?

The Amusement & Music Operators Association has formed the AMOA National Dart Association. Its sole purpose is to increase operator and player interest in competitive dart teams and league activity nationwide. To this end, it sanctions players sponsored by AMOA National Dart Association member operators. It also has developed standardized rules & regulations — including handicapping criteria — to provide equal competitive opportunity throughout the country. Additionally, each spring it sponsors the AMOA National Team Dart Tournament to recognize the best teams and players. And it has produced an operator's handbook — as well as a video and cassette tapes — on "How to Organize Dart Leagues."

To join the AMOA National Dart Association an operator must first be a member of AMOA.

AMOA: Working for You!

For more information on the AMOA National Dart Association — or AMOA membership, programs and services — call or write today!

Amusement & Music Operators Association
111 E. Wacker Drive
Chicago, IL 60601
312/644-6610
Direct Line:
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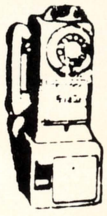

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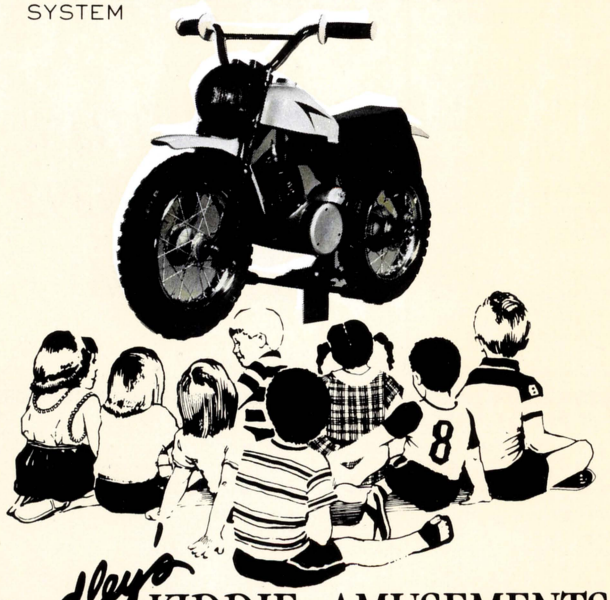

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Utah Amusement Music Association (UAMA) 8-Ball Pool Tournament in Wendover, NV. Contact Robert Hoonakker (801)466-9424.

MARCH 11 12 13

American Coin Machine Expo (ACME) international trade show, Bally's Hotel, Reno, NV. Contact William T. Glasgow, Inc. (312)333-9292.

APRIL 8 9 10

New York State Coin Machine Association trade show, Turf Inn, Albany, NY. Contact Ann Kelley or Curtiss Matterson, (518)439-0981.

APRIL 15 16 17

National Automatic Merchandising Association western convention nd exhibit of vending and foodservice management, Anaheim Convention Center, Anaheim, CA. Contact NAMA, (312)346-0370.

APRIL 20 21 22 23 24

Florida Amusement and Vending Association annual convention and trade show, Omni International Hotel & Expo Center, Orlando, FL. Contact FAVA, (904)878-3134.

APRIL 28 29 30

AMOA National Team Dart Tournament, Lake Geneva, WI. Contact AMOA (312)565-4602 or executive director of NDA, Joe Conway (414)263-2444.

MAY 5 6 7

Ohio Coin Machine Association exposition of music and games, Hyatt Regency Ohio Center, Columbus, OH. Contact OCMA (614)221-8600.

MAY 12 13 14 15

Wisconsin Amusement and Music Operators annual state convention and trade show, Paper Valley Hotel, Appleton, WI. Contact WAMO, (414)529-4704.

MAY 15 16 17

AMOA 1988 Government Affairs Conference, Washington, D.C. Contact AMOA (312)565-4602.

JUNE 10 11 12

Illinois Coin Machine Operators Association annual meeting and trade show, Pheasant Run Resort, St. Charles, IL. Contact ICMOA, (312)369-2406.

JUNE 20 21 22

PayPhone Annual Conference and Exposition, Stouffer Waverly Hotel, Atlanta, GA. (In conjunction with the Operator Services '88 Conference and Exposition, June 22-24). Call 800/227-1234; in Illinois (312)986-1432.

JUNE 29 30 7/1

Bowling Proprietors 56th Annual Convention and Trade Exhibit, New York Hilton, New York. Contact BPAA, P.O. Box 5802, Arlington, TX 76005, (817)649-5105.

JULY 21 22 23

5th Annual Billiard Congress of America Trade Expo, Commonwealth Convention Center, Louisville, KY. Contact Frank Zdy, Continental Productions, 5838 Portobelo Ct., San Diego, CA 92124, (619)278-3877.

OCTOBER 20 21 22 23

National Automatic Merchandising Association national convention and exhibit of vending and foodservice management, The Rivergate, New Orleans, LA. Contact NAMA, (312)346-0370.

International Shows

1988

FEBRUARY 23 24 25

VAN Expo, Dutch amusement trade show, Amsterdam, Holland. Contact VAN(04103)3944.

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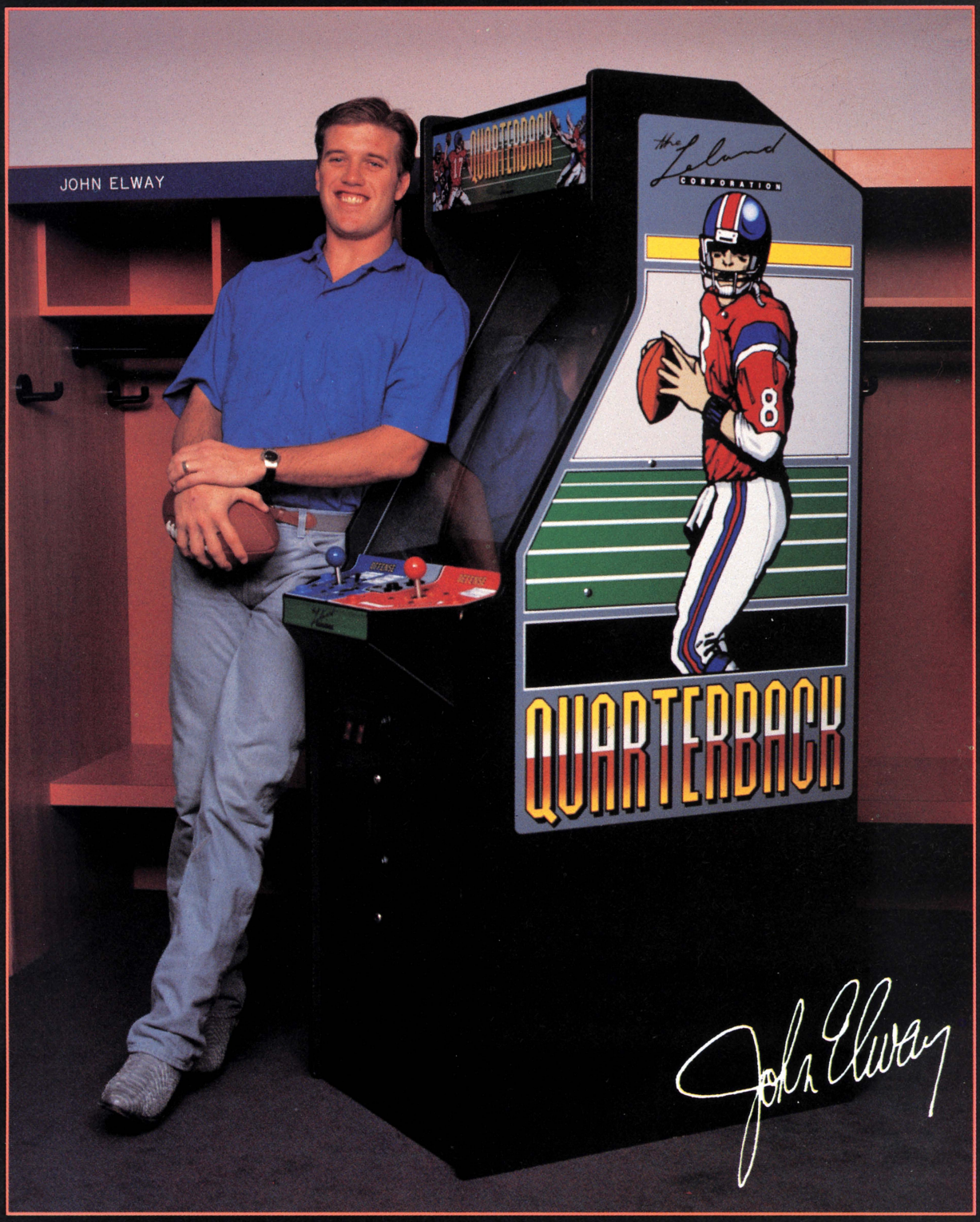

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